

# DOWNTOWN MITCHELL

*Walk with the Herons*

[www.mitchellbia.ca](http://www.mitchellbia.ca)

**Mitchell Business Improvement Area**

**Monday May 8, 2017 @ 6:15pM**

**Mitchell Friendship Center**

Attendance:

*Board of Management:* Bert Vorstenbosch Jr., Brent Schneider, Cheri Bell, Doug Eidt, Gordon Diver, Heather Bennewies, Steve Walkom, **Staff:** Jamie Huenemoerder

*BIA Members:* Nancy Dearing, JMS Auto, John Huenemoerder, Hicks House, Cathy Hutson, Windbreak Farms (Marketing Committee member)

*Municipal Representatives:* Kim Leach, Perth County Economic Development

*Regrets:* None

*Introductions and Declaration of Conflicts:*

Gordon declared a conflict with the Postmedia bill.

**Motion:** To accept agenda by Gordon, seconded by Steve Walkom.

**Carried**

**Motion:** To approve minutes from April 12th, as amended made by Gordon, seconded by Cheri Bell.

**Carried**

**Invoices for approval:**

Jamie Huenemoeder – Staff Invoice \$230.00 for 11.5 hours

Hicks House Printing - \$11.22

Postmedia – Advertising - \$361.60 (February/March)

**Motion:** To pay the above noted invoices, by Steve Walkom, seconded by Doug Eidt.

**Carried**

**Business arising from the minutes:**

No business arising from the April meeting.

## **Updates:**

Vikki Lass is confirmed for our first Strategic Planning session for 7pm on Wednesday June 19. The meeting will be held at the Mitchell Arena, the small room on the left. We encourage all BIA Members/Associates and friends of the BIA to join us and help steer the future of our organization.

The Municipality is in the process of adopting a Street Café Bylaw. Some member organizations have expressed concern. After discussion, it was agreed that the BIA should seek the feedback from members and associates (specifically food establishments) so that the BIA may add our voice on behalf of the members to the discussion.

**Motion:** For the BIA staff (Jamie) to solicit feedback from the members via email and to get additional information; made by Heather Bennewies, seconded by Steve Walkom.

**Carried**

## **Committee Reports:**

- *Marketing* – Cathy Hutson – presented. The Stratford Gazette has approached the BIA to take space in the spring and fall editions of Sideroads. The Marketing committee met to discuss it and is recommending that the Board agree to return to the publication. Motion below.
- *Events* - Cheri Bell- the Sidewalk Sale will be on April 27<sup>th</sup> and will correspond with the Community Garage Sale event happening in Mitchell. The marketing committee will support the event by securing the BIA tents and offering them to associate members/Service Groups, etc. to enhance the activity on the street. The BIA will provide popcorn to our community guests. Will approach Paul Wettlaufer to help. Cheri is open to any events that the BIA Members or public has to suggest.
- *Education* – Heather Bennewies- the Loss Prevention Program, offered by the OPP and Const. Ben Morgan will be Tuesday June 20th at 7:00am also at the Friendship Centre. Heather is also working on workshops for Ergonomics, Fire Safety, and Network Security (Information Systems).
- *Membership* – Steve Walkom- is working on the new member welcome letter/package and working with Gordon an updated Associate listing. It was suggested that the BIA set aside a budget of \$20 per new member for a welcome card and flowers. Motion below.

## **Motions from Committee Reports:**

**Motion:** To purchase the Spring and Fall spots in the Gazette's Sideroads special publications. Cost \$474.60 (same as 2016), made by Cheri Bell, and seconded Brent Schneider.

**Carried**

**Motion:** To set aside \$20 per new member for flowers/card, made by Cheri Bell, seconded by Gordon.

**Carried**

**Tourism and Perth County Economic Development Update:**

Kim Leach gave us an update on what projects Perth County is undergoing.

Key initiatives:

The 2017 Perth County Tourism brochure has been printed and will be distributed throughout the community shortly. If you are interested in having them placed at your business – get in touch with Sarah Franklin.

The County's new website is in the process of being completed and new content is being added on a regular basis.

Joint Committee Meeting was held on April 20<sup>th</sup>. One of the proposed projects is a Bird Viewing Platform to be placed at the Wetlands.

***Next Meeting Date June 14th @ 6:15 at Municipal Council Chambers***

**Motion:** To adjourn meeting at 7:20PM made by Steve Walkom.