

**Mitchell Business Improvement Area Minutes
Wednesday October 11, 2017, 6:15 PM
West Perth Council Chambers**

Board of Management Members In Attendance: Bert Vorstenbosch, Gordon Diver, Heather Bennewies, Cheri Bell, Doug Eidt,

Regrets: Steve Walkom

Others in Attendance: Julie Appleby, Jeff Brick (Recording Secretary)

1. **Call to Order** – Chair Bert Vorstenbosch called the meeting to order at 6:16 PM
2. **Confirmation of the Agenda** – no additions
3. **Disclosure of Pecuniary Interest and the General Nature Thereof** – none declared
4. **Approval of the Minutes** – The Minutes of the September 13, 2017 meeting were circulated in advance of the meeting

Moved by: Doug Eidt

Seconded by: Cheri Bell

That the Minutes of the September 13, 2017 meeting of the Mitchell BIA be approved as presented.

CARRIED.

Business Arising from the Minutes:

- a. Regarding item 10, Gordon Diver advised that he had set up a Google account and that the cost is \$60.00 per year.
- b. Gordon Diver presented the revised Equipment Lending document. It was agreed that the rental rate for members would be \$25 and the equipment rental rate for non-members is \$40.

Moved by: Gordon Diver

Seconded by: Heather Bennewies

That the BIA lending form as revised to include an equipment rental rate of \$25 for members and \$40 for non-members be approved.

CARRIED.

5. Correspondence

The Chair advised that an Associate Member had made an inquiry about the BIA sign rotation at Tim Hortons. Gordon Diver indicated that he would follow up with Tim Hortons about the inventory of signs that they have and their process for rotating signs

6. Financial:

Jeff Brick advised that a Budget to Actual report was not available.

7. Doors Open Presentation

Perth County Economic Development and Toursim staff were not able to attend the meeting. They will be requested to present the Doors Open information at the next meeting.

8. Strategic Plan

The next strategic planning session is scheduled for Tuesday October 24, 2017 in the Upper Auditorium at the Municipal Office. Jeff Brick agreed to look after ordering food.

9. OBIAA Professional Development 2017

Opportunities for Professional Development with the OBIAA were discussed. No members are available to attend the November 5 – 6 session. It was suggested that the BIA develop a policy for members attending professional development and that an allocation for Member professional development be included in the 2018 budget.

10. Website Update Requests

Members discussed the need to manage the work flow for website updates.

Moved by: Cheri Bell

Seconded by: Doug Eidt

That all updates and additions to the BIA website be directed to info@mitchellbia.ca so that the Media Committee can manage the workflow

CARRIED.

11. Committee Reports

a. Marketing Committee

A meeting was held with the TD Bank on the Christmas BIA Buck program. Joyce Eidt attended the meeting to assist with the transition. The Marketing Committee will take care of promotion. A question was asked about security and it was indicated that the Mitchell BIA Bucks are printed double sided, perforated and sequential. The updated timing for the program is as follows:

- a. Start Date Tuesday November 14, 2017
- b. Sell until Friday December 22, 2017
- c. Need to be used by January 31, 2018 to be included in the draw
- d. Need to be turned in by business owners by Friday February 16, 2018

Gordon Diver reported that some work will need to be done to add code for the Google link. Gordon also noted that the Constant Contact directory is up to 83 businesses although there are still some duplicates. Five businesses are not included and they will be approached.

- ### b. Events – Cheri Bell advised that the Gala has been moved to Saturday January 20, 2018 at the Golf Course. This is the confirmed date.

Cheri Bell inquired about the set up arrangements for the Christmas Lights. Jeff Brick advised that the Operations Department has not committed to putting the lights up. The Events Committee is interested in having an event that coordinates with the Christmas Display being in place and to promote the BIA.

- ### c. Education – Heather Bennewies advised that two topics are being considered for education sessions as follows:
- i. Accessibility for Ontarians with Disabilities
 - ii. Energy Conservation
- ### d. Membership Committee – Steve Walkom was not in attendance

12. Membership Issues/Concerns

Chair Vorstenbosch indicated that he intends to work with the Municipal Clerk to get access to a list of by-laws that are applicable to the BIA. The Chair indicated that the BIA wants to get informed on the rules and work with members through education rather than relying on the Municipality to achieve compliance through enforcement.

13. Council Member Liaison and CAO Municipal Update

No updates were provided

14. County Tourism and Economic Development Update

Hannah Conroy, County of Perth Interim Economic Development & Tourism Coordinator was not able to attend the meeting.

15. New Business

A member inquired about the requirements for Board of Management members attendance. Jeff Brick agreed to review the BIA By-Law and report back at a future meeting.

16. Next Meeting - Wednesday November 8, 2017 at 6:15 PM at the **Friendship Centre**

17. Adjournment

Moved by: Doug Eidt
Seconded by: Gordon Diver

That the October 11, 2017 Mitchell BIA be adjourned at 7:30 PM.

CARRIED

BIA Lending form follows: A copy of the form is included for you to review. To use the form, visit the website and download it or contact the BIA at info@mitchellbia.ca and the form will be sent to you to fill out.

MITCHELL BIA EQUIPMENT LENDING FORM

The Mitchell BIA has equipment for the use of our Members, Associates (member) and BIA events. The BIA equipment can be borrowed for your own businesses purposes (e.g. Customer appreciation event, sidewalk sale (with proper authorizations from the Municipality, etc.). A Member may also borrow the equipment on behalf of a community organization. We're pleased to have this member benefit in place for you.

Please note: This form must be completed in full and signed by a Board of Management representative before the equipment will be lent.

As the borrower, you are responsible for;

- ensuring that you (or the community group) have met all required conditions;
- accepting full financial responsibly* for the cost of replacing the equipment if it is broken, lost or stolen; and,
- for picking up the equipment and returning it to the Municipal offices between regular business hours; Monday to Friday between 8:30 am and 4:30pm. *The Municipal staff will direct you to the storage area, but are in no way responsible for transporting the equipment.* Please ensure you have the means to pick up equipment safely.

- The equipment is stored at the Municipal offices, 169 St. David Street, Mitchell.
- Equipment will be reserved and is first come/first serve.

Equipment being borrowed:

Tents: The BIA has three tents (two have carrying bags). I would like to borrow:

One Two Three

Popcorn Machine *Please note that you may be required to purchase popcorn, funnels and other accessories for the machines.*

Candy Floss Machine

* Approximate Maximum Cost to replace equipment: Tent \$300 - 800 Popcorn Machine: \$400.00, Candy Floss Machine \$400.00

Date Required: _____ **Date to be Returned:** _____

Purpose: I am borrowing this equipment for: Business use on behalf of a community organization.

The equipment is being used for the following (**Please Print**):

DOWNTOWN MITCHELL

Walk with the Herons

Liability: *I acknowledge that I have the following (please initial):*

Permission of Property Owner: _____ I am aware of, and will adhere to, all appropriate municipal by-laws: _____

I am taking full financial responsibility for the equipment: _____ I have appropriate liability insurance: _____

Name of Business:

BIA Board Member:

Owner/Representative:

Name (Print):

Name (Print):

Signature:

Signature:

DATE signed:

For Office Use Only: The above equipment has been returned on _____ (date) and is:

in good working order damaged (refer to separate damage report).

Received By: Name: _____ Signature: _____