

Mitchell Business Improvement Area Minutes
Wednesday September 13, 2017, 6:15 PM
West Perth Council Chambers

Board of Management Members In Attendance: Bert Vorstenbosch, Gordon Diver, Heather Bennewies, Cheri Bell, Doug Eidt, Brent Schneider and Steve Walkom

Others in Attendance: Jenny Grimminck, Paul Wettlaufer, Hannah Conroy, County of Perth, Jeff Brick, West Perth (Recording Secretary)

1. **Call to Order** – Chair Bert Vorstenbosch called the meeting to order at 6:18 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 were circulated in advance of the meeting

Moved by: Heather Bennewies

Seconded by: Steve Walkom

That the Minutes of the July 12, 2017 meeting of the Mitchell BIA be approved as presented.

CARRIED.

Business Arising from the Minutes:

- a. Brent Schneider showed the Committee the smoking signs that have been prepared for downtown. There was some suggestion for a few areas where these signs would be appropriate as the smoke in some areas drifts into the nearby stores.
 - b. Paul Wettlaufer, Police Services Board member, spoke to the BIA about the two week trial that was implemented for a speed sign in the Downtown. The consensus was that the speed sign was very well received by downtown businesses and the community and that the BIA would support a sign or signs being permanently placed in the downtown. There were some suggestions made for information to accompany the sign (ie. max speed notice) and location and Paul Wettlaufer indicated that he would share these comments with the Police Services Board.
5. **Correspondence**
The Chair reviewed correspondence received from BIA Secretary Jamie Huenemoerder wherein Jamie Tendered her resignation as Secretary of the Mitchell BIA.

Moved by: Gordon Diver

Seconded by: Brent Schneider

That the Mitchell BIA accept the resignation of Secretary Jamie Huenemoerder with regrets

CARRIED.

6. Financial:

Bills to be paid:

- a. A invoice from Snyder's Graphics for smoking awareness signs
- b. A summary of Jamie Huenemoerder's outstanding hours (20.15 hrs) for \$403.00

Jeff Brick distributed the Budget to Actual report.

Moved by: Steve Walkom

Seconded by: Brent Schneider

That the identified bills be paid and the budget to actual report be received

CARRIED.

7. Strategic Plan

The next strategic planning session is scheduled for Tuesday October 24, 2017 in the Upper Auditorium at the Municipal Office. Plans for snacks can be discussed at the October BIA meeting. Gordon Diver circulated a summary of the last Strategic Planning session. Gord asked those that participated in the last session to review the notes and provide any comments back to him on suggested edits or revisions.

8. Christmas BIA Buck Program

Chair Bert Vorstenbosch noted that with Joyce Eidt having retired from TD Bank, the BIA would need to check with TD to determine if they will continue to support the BIA Christmas Buck Program. The following actions were identified:

- a. Chair Bert and Gordon Diver agreed to follow up with TD about the logistics of their continued involvement in the program.
- b. The Marketing Committee will reach out to all of the businesses that participated last year to determine if they are interested in participating again this year.
- c. The same number as last year will be printed.
- d. The following dates are proposed:
 - a. Start Date Monday November 13, 2017
 - b. Sell until Friday December 22, 2017
 - c. Need to be used by January 31, 2018
 - d. Need to be turned in by business owners by Friday February 16, 2018

9. Committee Reports

a. Marketing Committee

BIA Equipment lending form – Gordon Diver presented the form and received input from members. Gordon will use the feedback received and the discussion to update the form and include policies and it will be brought back to the next meeting.

Gordon presented the social media policy and reviewed the need for the policy. The Policy is attached.

Moved by: Steve Walkom

Seconded by: Doug Eidt

That the Mitchell BIA Social Media Policy dated September 13, 2017 be approved.

CARRIED

b. Events – Cheri Bell provided an update on the “Christmas Social Event” – she advised that the Events Committee is planning the event for January. The members presented agreed that Saturday January 13, 2018 is the preferred date for the celebration. The event will not focus on a Christmas Celebration but it will be more of a business recognition gala. It is intended to be celebration of business. Some ideas for recognition categories were provided by the BIA and the Committee will take these into consideration when further developing the event.

c. Education – Heather Bennewies advised that there is currently no event planned. Options for a future education event will be investigated and a report will be brought back to the next meeting.

d. Membership Committee – Steve Walkom advised that he is continuing to work on a letter.

Board of Management Member Brent Schneider excused himself from the meeting at 7:22 PM.

10. Membership Issues/Concerns

Gordon Diver spoke to the group about the need for a Google (Gmail) Business Account for BIA.

Moved by: Heather Bennewies

Seconded by: Cheri Bell

That the Mitchell BIA sign up for a Google Business Account at an estimated cost of \$50/year.

CARRIED

11. County Tourism and Economic Development Update:

Hannah Conroy, County of Perth Interim Economic Development & Tourism Coordinator inquired whether the BIA would be interested in being the overall host for the a Doors Open Event in 2018. The group is interested in learning more and Hannah will make a presentation at the next meeting.

12. Next Meeting - Wednesday October 11 at 6:15 PM at the West Perth Council Chambers

13. Adjournment

Moved by: Steve Walkom

Seconded by: Cheri Bell

That the September 13, 2017 Mitchell BIA be adjourned at 7:34 PM.

CARRIED

Attachments:

1. Social Media Policy, September 13, 2017

Mitchell Business Improvement Area

POLICY TITLE:	<i>SOCIAL MEDIA</i>
MONITORING:	Bi-Annually
APPROVED:	September 13, 2017
AMMENDED:	September 12, 2017

1. INTENT

Social networking has become one of the primary ways people communicate with each other. The ***Mitchell Business Improvement Area*** (Mitchell BIA) uses social media to interact with diverse audiences and get people excited about the activities of our members, associates and the community at large. Social networking is a way to help shape conversations about the downtown Mitchell core and neighbouring areas. Our aim is to share the benefits of membership, attract others to the improvement area and collaborate to create a welcoming environment.

The Mitchell BIA's Social Media Policy provides guidance to board members, staff, and volunteers on how to use social media to support our mission.

Social Media is any tool or service that facilitates conversations over the internet. Examples include Facebook®, Twitter, Instagram, YouTube™, Pinterest, News and wikis.

2. TYPES OF SOCIAL MEDIA USE

There are two distinct uses of social media.

- **Official Use:** This is defined as the use of social media as an authorized component of an employee or volunteer's job duties. Official use involves posting content or responding to enquiries/comments on accounts owned by the Mitchell BIA.
- **Personal Use of Social Media:** Personal social media accounts are those registered to an individual and their personal email address.

Keep social media use in perspective. Official and professional use of social media should further the Mitchell BIA's mission. Be sure social media use meets the expectations of the Board and the committee you serve on.

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3. RESPONSIBILITIES

The Mitchell BIA has only two active Social Media accounts (listed below) and will be re-establishing the Instagram account. Please become familiar with these before engaging in online conversations that might impact the Mitchell BIA. If you have any questions about the information in this guide, please discuss these with the Marketing Committee or the BIA board President.

1. Be relevant and add value

The best way to get content read is to contribute information that people value. Social communication from the Mitchell BIA should help members, associates, their employees, municipal staff and your co-volunteers. It can be thought-provoking and should build a sense of community. If social communication helps people improve knowledge or skills, do their jobs, solve problems, or understand the mission of the Mitchell BIA, then it is adding value.

2. Protect Information and Privacy

Social Media encourages you to share information and connect with people. Use social media to build relationships, but keep in mind that you may have access to confidential information. Don't share confidential or private information on social networks.

This includes, but is not limited to, photographs containing identifiable pictures of people, documents, financial information, personal information about others, and internal materials that are not otherwise publicly available.

Privacy protection and confidentiality is important. Posting confidential information can have serious consequences and is hard to remove once shared.

3. Be Transparent and Disclose

When you talk about the Mitchell BIA on Social Media, you should disclose that you volunteer for the BIA (ex., on the marketing committee). Your friends may know you volunteer for the Mitchell BIA, but their network of friends and colleagues may not and you don't want to accidentally mislead someone.

You should know and remember the 10 magic words: "Hello, my name is [NAME], and I volunteer for the Mitchell BIA." However, unless your posts on Social Media are officially sanctioned by the Mitchell BIA, you should be sure to tell the audience that the views expressed are those of yours, personally, and not those of the BIA.

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4. Follow the Law and Code of Conduct

Social Media lets you communicate quickly and your message can go viral in seconds. This makes it difficult to fix an inaccurate message once you've shared it. Double check all content for accuracy before sharing it and be sure to cite information sources.

If a mistake is made, admit it. Be upfront and quickly provide the correct information. If appropriate, modify an earlier post to make it clear that the error has been corrected.

Make sure your message is appropriate and doesn't violate any laws (i.e. [PIPEDA](#) or [Anti-Spam](#)). Also, make sure you are following the terms of service for the platform you are using. Finally, make sure it complies with all the Mitchell BIA's policies and procedures, including but not limited to, the Mitchell BIA's Confidentiality and Conflict of Interest. Remember, as a committee of council, we are governed by the Municipalities policies and procedures in absence of a Mitchell BIA policy that has been approved by the board and accepted by Council.

5. Be Responsible

Make sure you're engaging in Social Media conversations the right way. If you aren't an authority on a subject, send someone to the expert rather than responding yourself. Don't speak on behalf of the Mitchell BIA if you aren't giving an official Mitchell BIA response, and be sure your audience knows the difference.

If you see something on Social Media about the Mitchell BIA or a BIA member or associate, that shouldn't be happening, let the Marketing Committee, Board President or Membership Chair know immediately.

Remember that anything posted on Social Media can go viral, no matter what your privacy settings may be. Don't post anything that can't appear in your "bosses' inbox, your coworkers' Twitter feed, or the front page of a major news site".

6. Have Fun and Connect

Social Media is a place to have conversations and build connections, whether you're doing it for the Mitchell BIA or for yourself. These connections will be more rewarding if you remember to have conversations and not push an agenda. Always be respectful of your audience and don't post any negative or offensive material.

When disagreeing with others' opinions, keep it appropriate and polite. Do not use defamatory or libelous language or engage in damaging innuendo. Do not use abusive, threatening, offensive, obscene, explicit or racist language. If you're not sure, don't post!

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7. Social Media Account Ownership

If you take part in Social Media activities as part of your responsibilities at the Mitchell BIA, that account is Mitchell BIA property. This means that you don't get to take it with you if you leave the Mitchell BIA. If the account is Mitchell BIA property, you cannot change the password or account name. You also can't transfer or keep the contacts you have gained through the account. This applies to all Mitchell BIA-branded accounts created as part of your responsibilities. It doesn't apply to personal accounts that you may access at work.

If you want to set up an account or social group (i.e. Instagram or Facebook group) related to your work at the Mitchell BIA, you must get approval from the Marketing Committee and Board first (i.e. Facebook Sales Group).

4. COMPLIANCE

The Mitchell BIA supports the use of Social Media and respects the rights of board members, staff and volunteers to use social media to express themselves.

If board members, staff and/or volunteers include their Mitchell BIA affiliation on a personal site, the content shared should project a positive image of themselves and the BIA. This is true even if what is being posted has nothing to do with the Mitchell BIA (example adding your volunteer experience to your LinkedIn profile).

Board members, staff, and volunteers are personally responsible for what they say and post on social networking services and any other medium. Inappropriate postings can have consequences.

Any violation of this policy and/or any related or affiliated policies may result in discipline, up to and including termination of employment or volunteer involvement.

Current Social Media Channels:

Facebook: <https://www.facebook.com/westperthbia>

Twitter: https://twitter.com/mitchell_bia

Instagram: https://www.instagram.com/bia_mitchell/

At time of writing (September 12), the Marketing Committee is working on retrieving the Instagram account.