

**Mitchell Business Improvement Area Minutes  
Wednesday January 10<sup>th</sup>, 2018, 6:15 PM  
West Perth Council Chambers**

**Board of Management Members in Attendance:** Doug Eidt, Brent Schneider, Steve Walkom, Gordon Diver, Bert Vorstenbosch Jr.

**Regrets:** Cheri Bell, Heather Bennewies

**Others in Attendance:** Jeff Brick (Recording Secretary), Sarah Franklin (County of Perth)

1. **Call to Order** – Chair Bert Vorstenbosch called the meeting to order at 6:23 PM

**2. Confirmation of the Agenda**

**Moved by: Gordon Diver  
Seconded by: Steve Walkom**

That the Agenda for the January 10<sup>th</sup>, 2018 meeting of the Mitchell BIA be confirmed as circulated.

**CARRIED**

**3. Disclosure of Pecuniary Interest and the General Nature Thereof – None**

4. **Approval of the Minutes** – The Minutes of the December 13, 2017 meeting were circulated in advance of the meeting

**Moved by: Doug Eidt  
Seconded by: Brent Schneider**

That the Minutes of the December 13<sup>th</sup>, 2017 meeting of the Mitchell BIA be approved as presented.

**CARRIED**

**Business Arising from the Minutes:**

**a. Snow Removal Options for BIA Area**

It was reported that contact was made with a contractor to assess options, however, it was determined that there was not a lot of interest from BIA businesses in receiving the service and there were concerns expressed about the difficulty in providing service in the BIA area and the anticipated cost for such a service. It was decided that this would not be further explored.

**b. Salt Bins**

Preliminary research on options for salt bins was presented and discussion ensued. There was consensus that approximately 40 bins would be needed to offer approximately one bin for every three businesses. Additional research will be conducted on determining if smaller bins can be found and how much space would be required to store them. The initial concept could involve the BIA purchasing the bins and having a BIA/West Perth logo on each bin and having the bins put in place with approximately two bags of material. Business owners would be responsible for any further filling for the balance of the winter season. Based on feedback, a program involving placing and replenishing the material could be considered for future years. Jeff Brick was asked to determine if the Municipality could store the bins in the “off season” and also provide some guidance on material (salt vs. some other type of ice melter).

Brent Schneider and Steve Walkom will conduct additional research and report back at the next meeting.

**5. Correspondence – None**

**6. Financial – Budget to Actual:**

The Budget to Actual report was reviewed. Jeff Brick noted that the report indicates that it is for December 31, 2017 as this is the Municipal year-end but that some expenditures will not be in yet. A budget to actual report will be brought to the next meeting which should include all of the year end (up to December 31, 2017) transactions. This report will serve as a significant resource for planning for the 2018 budget which will be approved by the BIA at the Annual General Meeting (AGM) on March 14, 2018.

**7. Website Back-End Presentation**

Deferred to next meeting.

**8. Strategic Plan / Administrative Job Description**

Jeff Brick presented the draft Mitchell BIA Strategic Plan. The draft will be circulated to Board of Management Members and final comments are to be submitted to Jeff Brick. The feedback will be incorporated into a final draft which will then be shared with the Membership and will be on the agenda for approval at the AGM on March 14, 2018.

**9. Committee Reports**

- a. Events - Cheri Bell was not able to attend the meeting but sent an email in advance of the meeting with her report. Cheri advised that she had contacted the Golf Course about dates to re-book the Gala. Saturday April 7<sup>th</sup> is already booked so options for the Gala are Saturday March 24<sup>th</sup> or Saturday April 14<sup>th</sup>

(March 31 is Easter weekend). The consensus was that April 14<sup>th</sup> is the date to go with.

- b. Education – Heather Bennewies was unable to attend the meeting. Gordon Diver reported on her behalf that a session on ergonomics and hearing is being planned.
- c. Marketing – Gordon Diver reported on the BIA Bucks Program. He provided the following comments:
  - 4,000 (\$40,000) BIA Bucks were printed
  - 3,590 (\$35,900) were sold
  - 2,871 (\$28,710) redeemed as of January 10, 2018

Participant information:

- 40 retailers / service providers participated
- Of these 40, 34 were BIA Members and 6 Associate Members
- Two service companies, 38 retail / hospitality

The unsold BIA bucks will be destroyed by the bank. All in attendance acknowledged the significant support provided by the TD Bank for this program.

The draws for the program will be conducted at the next meeting. The prize winners will be promoted. Discussion on the program ensued and it was agreed that the program should be further expanded in 2018 with program promotion starting in July. It is felt that this program is a great way to promote small business and to encourage local spending.

- d. Membership – Steve Walkom had nothing to report.

Steve Walkom and Brent Schneider had to excuse themselves from the meeting at 7:30 PM. With the departure of two Board of Management Members, quorum was lost. The Chair noted that the agenda would be completed but that no further resolutions could be considered with the exception of adjournment.

**10. Membership Issues/Concerns** – none raised

**11. Council Liaison/CAO updates – Doug Eidt/Jeff Brick**  
Nothing reported

**12. County Update – Sarah Franklin, Tourism Specialist, County of Perth**  
Sarah Franklin advised that planning is proceeding for the 2018 Tourism program. Outreach to food writers will be pursued in 2018.

### **13. New Business**

- a. Chair Vorstenbosch inquired about the Perth County Business Directory. It was noted that the directory has been migrated to the new County of Perth Website but that there may still be some bugs. Ongoing updates of the directory are the responsibility of business owners but the BIA could support this effort by promoting the business directory to Members and Associates. The BIA did support the efforts of the Municipality Summer Student in 2016 in visiting businesses and updating their information on the directory. This could be completed again by the future BIA staff person. It was agreed that the most efficient way to proceed is for businesses to be encouraged to keep their listing up to date on the Perth County website and that the links to the businesses from the local BIA website could be a filtered list from the County. This approach can be pursued as the BIA moves forward and considers options for the BIA website in the future.
  
- b. Doug Eidt inquired about the interest in the BIA taking over hanging baskets and bridge planters from the Civic Beautification Committee which is winding down. This could include assuming the budget that the Civic Beautification Committee had to support the purchase of flowers. Perhaps flags could be considered as well. It was agreed that this should be on the agenda for the February meeting. This discussion also led to a question of whether the BIA should have a Retail Liaison sub-committee and given the plan to proceed with filling a staff position, a Staffing Sub-Committee may also be appropriate.

**14. Next Meeting** - Wednesday February 21, 2018 at 6:15 PM (moved back one week to avoid Valentine's Day).

### **15. Adjournment**

**Moved by: Doug Eidt**

That the January 10, 2018 Mitchell BIA meeting be adjourned.

**CARRIED**

### **Attachments:**

1. Budget to Actual report