

Mitchell BIA Minutes

July 8, 2015

Attendance: Steve Walkom, Melissa McGoldrick, Paul Wettlaufer, Karen McLagan, Mary-Katherine Whelan, Gus Eyers, Coralee Foster, Nancy Dearing, Jamie Huenemoerder, Doug Eidt, Viola Tyler, Bert J. Vorstenbosch, Brent Schneider

Call to order – 6:22pm

Business from the Minutes

From the June minutes it was stated that the BIA advertisement in the School's Out promotion be changed from Corn Daze activities to information about the Streetscape Construction. Additionally it was The Corn Daze feature in August that will be changed to a Streetscape Feature.

Motion to approve the minutes from June 2015: Doug Eidt

Seconded: Gus Eyers

Carried

Conflict of Interest - None Declared

Financial

Budget update

Budget reflects advertising costs since last month, money spent on projects and events (t-shirts and passports). Karen will contact Lavis to see if the cost of the passports could be reimbursed by Lavis.

Discussion

Chris Parson – Snapd Advertising

Chris Parson had wanted to speak to the BIA members about POSITIVE advertising messages in the August issue of Snapd. He was unable to speak to BIA members at the July meeting.

Snow Removal Update

Steve Walkom told BIA members that Ron Dixon very interested in taking on the snow removal services previously discussed. He told Steve that he wanted to wait and see what the sidewalks would look like once completed before agreeing to remove the snow from the sidewalks downtown. Ron also said that once he had an idea of what the sidewalks would look like, would figure out a price and give Steve a quote.

Streetscape Plan Update

Paul Wettlaufer attended the last Streetscape update meeting and said that there were no major complaints and that there wasn't a lot of new information presented about the progress. It was mentioned that the construction workers have had good communication with the store owners. At the time of the BIA meeting the construction was 4-5 days behind as there were foundation problems which delayed further construction until buildings were stabilized.

Construction T-Shirt Update

Gus wanted to know if the town might get involved in the purchase and sale of the t-shirts. Currently 8 businesses have bought t-shirts for their staff and 10 BIA members have picked up their free t-shirt. Extra t-shirts can be purchased from JMS or the Stickhandler for \$8 for BIA members and \$9.99 for anyone else that might be interested.

BIA Passport Program

It was discussed by BIA members that Mary-Katherine would go around to businesses and bring around information explaining the program, with stamp stop stickers and answer any questions that they might have next week. In addition to passing out information she will collect email addresses for members not currently on the contact list.

BIA Passport

BIA members discussed how/when stamps should be give out. Some members felt that stamps given only to those who make purchases/transactions, while other members felt that stamps should be given out to those who come in regardless of whether a transaction was made. It was decided that BIA members can give out stamps at their discretion and trust that people are being honest.

Members discussed the idea of creating a consistent stamp/sticker that everyone can use. Viola Tyler said that Hicks House can print up a 100 sheet of stickers at 15 cents a sheet of 90 stickers. More can be printed if needed.

Motion was made by Nancy Dearing to approve have Hicks House print 100 sheets of Passport Stickers at 15 cents a sheet plus HST.

Seconded by: Viola Tyler

Carried

Town Digital Downtown

Karen McLagan asked member what they would like the town digital sign to read this month. After brief discussion members decided on "Dig Our Downtown – Download your passports at www.mitchellbia.ca"

BIA Bucks

Karen had ordered/purchased the BIA Bucks @\$39 for 200 (in \$10 & \$25 denominations) for the draw.

BIA Website / Facebook Page Web traffic activity update

Brent Schneider reported that in June the BIA Website received 2,631,085 hits, and Brent has setup Google analytics to monitor the website statistics. Mary-Katherine created a BIA twitter account which can be found at @Mitchell_BIA.

Christmas Party/Gala Update

Hall has been booked since the last Christmas party, and while the committee has discussed plans there is no new information about the planning progress.

Tim Horton's Proposal Mark Moore

Steve was approached by Mark Moore (from Tim Hortons) to use drive through and counter top space to bring people downtown by advertising a brochure/poster/business card.

If any business has a couple available the businesses could rotate. Members discussed that the BIA should create a business card, to choose a slogan/blanket message in order to push the passport program. Members agreed that was a good idea, and felt that a business card with the Mitchell BIA logo on one side, passport stamp on other side (with QR code) with the slogan "Participate for a chance to win 1500 BIA bucks, download your passport mitchellbia.ca."

Brent Schneider offered to make the passport available for printing on the BIA website so people are able to print out their own and push them on participating for the draw.

Brent can print the first run of the advertising cards and donate them after Viola has put it together, and Brent will print 2,500. Steve will call mark and to ask how many he think he would go through – see if he is willing to do it a couple times a month and make the push after the first draw (July 24th).

Adjourned

Nancy Dearing made motion to have meeting adjourned at 7:08pm.

Next meeting: August 12, 2015