

**Mitchell BIA Minutes
February 11, 2014**

Attendance: Jamie Huenemoerder, Viola Tyler, Bret Schneider, Karen McLagan, Melissa McGoldrick, Gus Eyers, Nancy Dearing, Teresa Schoonderwoerd, Mary-Katherine Whelan, Cyril Moss

Call to order – 6:25 pm

Business from the Minutes

Motion was made to nominate Nancy Dearing to chair the February 11, 2015 BIA Meeting in the absence of Chair Steve Walkom: Gus Eyers

Seconded by: Viola Tyler

Carried

Motion was made to amend the minutes from the January 14th, 2015 meeting to correct a spelling error and add Karen McLagan to the attendance record: Gus Eyers

Seconded by: Jamie Huenemoerder

Carried

Conflict of Interest - None Declared

Financial

Budget & Associate Memberships

Karen McLagan passed around an updated budget. The annual fee of \$265 was paid in January for the web hosting and domain costs which included the monthly cost of maintaining the website.

Karen has received an invoice from the PCVA for the marketing for the 2015 Travel and Tour Guide (\$2,800 + hst) which will be paid as per the motion passed at the November 12th meeting. Invoices for the associate memberships to go out ASAP.

Theresa suggested that in the future having a BIA Letterhead or another type of identifier be used on the associate membership invoices to make it stand out from municipal mail that businesses receive. Karen will work on making these invoices stand out.

Some members suggested canvassing for new associate memberships – send out letters to service clubs, and possibly design a brochure with an application on the back side. Brent offered to create brochure with benefits of joining as an associate member with a membership form on the back and will work to have it complete within the week. Karen will email Brent the BIA mission statement, and members discussed that it was important to include some upcoming community events and to let people know what the BIA does for the community. It was additionally suggested by Jaime that the BIA should consider creating a brand for the BIA and that its more than just about shopping local.

Members expressed that they would like to get this information out as soon as possible. Brent will send out the completed brochure to Steve and Paul for approval. Once reviewed it will be sent out with the associate membership invoices.

BIA BUCKS

Out of the 4,000 that were printed 3,159 BIA Bucks were sold and 3,131 have been redeemed with 28 BIA bucks outstanding.

The BIA Christmas Bucks promotional draw revealed the following winners: 1st Don Mclean, 2nd Chris Dowsen, and 3rd Linda McKay. Steve to call and congratulate winners – a photo should be taken and put on the website/facebook page (as well as in the Advocate).

Business Gala/Small Business Christmas Party

As discussed at the meeting in January, a committee has been formed to plan the Business Gala/Small Business Christmas Party which included: *Nancy Dearing, Cheri Bell, Elaine Dietz, Jaime Huenemoerder and Bret Schneider.*

Members discussed wanted to create an event that is fun and more of a gala type event – stressing that the BIA is the host of the event. Members agreed to follow up with at the next meeting and expressed that the committee should provide updates on the planning process.

2015 Events

Advertising in the Mitchell Advocate – Digital Ad Campaign

Members discussed the benefits of the creation of a branded advertising campaign to put in the Advocate website which gets 20,000 pageviews and 6000 unique visitors per month compared to the physical paper which goes out to 2100 homes and businesses.

The BIA will be featured in local business section – the small advertisement can be rotated between different BIA branded ads and will always be stationary and link right to website. The cost for this is \$50 per month for 6 months. These ads should be short and simple. Melissa McGoldrick from the advocate suggested that for an effective brand the BIA should create ads that are cohesive, simple and generic in order to successfully develop a brand.

Members discussed the benefits for doing both a digital campaign alongside the print campaign. Melissa said that the BIA can pick when they want the ads to start or if they want to split them up over the 6 months. In comparison to what the Beacon Herald charges (\$175/month + hst) this is an advantageous offer. Members agreed that the campaign should start in March and gauge its effectiveness in a few months.

Motion made to approve the 50 + hst/month for the digital ad campaign: Brent Schnieder

Seconded: Jamie Huenemoerder

Carried

Ontario Business Improvement Area Association – Interest in Conference

After time to review the supplementary material Mary-Katherine provided last month, the BIA members decided against joining the OBIAA or the conference in April and should be discussed if there is any interest in joining next year.

Parking By-Law

Members agreed to defer discussing this topic until the next meeting.

BIA Website/Facebook

Brent Schneider presented BIA members with information about the new design of the BIA website, and web traffic statistics for both the website and facebook page. The new website is a responsive website that can be updated (both web and mobile at the same time) and is similarly branded on the mobile site presenting a cohesive brand. One of the reasons that Brent switched the site from a coded HTML website to a responsive Joomla based website was because the Joomla site is easier to update as it is a content management system and can use in depth google analytics that breakdown the webtraffic data and provides more information than what was currently available (monthly webtraffic hit data). Additionally the Joomla website has the capability to have login screens and have an online payment option.

In February – traffic coming in from google since the new site was submitted to google went up dramatically and there has been 5588 hits since the start of the month to the BIA website compared to the 814 hits in January to the website. In addition if the facebook page is updated more frequently and coupled with branded advertising can bring in an increase of traffic to the website.

Since the facebook page has been regularly updated engagement (14 ppl liking and sharing, 5 new likes 1 share and 12 new post clicks) so the more posted on the page the more that people get engaged. Content for the website and facebook page does not generate on its own: Mary-Katherine will continue to update business profiles and add them to the facebook page. Other members suggested having a photo contest to increase community engagement and create more content for the website – a contest per season and give away BIA bucks.

Viola Tyler asked that BIA members be given an update on webtraffic hits to the facebook page and website every month.

Corn Daze Committe

A Corn Daze Committee was selected and includes: Nancy Dearing, Brent Schneider, Viola Tyler, Cheri Bell, and Melissa McGoldrick. The committee members agreed to start planning in April and work at getting additional businesses involved this year.

Other Additions:

PCVA – Advertising for Travel and Tour Guide

Mary-Katherine asked that any BIA members that are interested in advertising in the Perth County Visitors Association Travel and Tour Guide at the discounted rate of \$105 + hst to please contact Cathy Bieman at 519-603-3724 or by email at visitperth@cyg.net.

West Perth Events

Mary-Katherine discussed with members about the upcoming events happening in West Perth. A number of suggestions and corrections were made.

Secretaries Report

Viola Tyler suggested that Mary-Katherine do up a Secretary Report sent out with the agenda to keep members in the loop about what she is working on.

Nancy Dearing made motion to have meeting adjourned at 8:05

Next meeting: March 11, 2015