

Mitchell BIA Minutes

June 10, 2015

Attendance: Steve Walkom, Melissa McGoldrick, Joyce Eidt, PaulWettlaufer, Karen McLagan, Mary-Katherine Whelan, Cyril Moss, Gus Eysers, Coralee Foster, Nancy Dearing, Jamie Huenemoerder, Doug Eidt, Viola Tyler, Bert J. Vorstenbosch

Call to order – 6:16pm

Business from the Minutes

Motion was made by Joyce to approve the minutes from the May 7 2015 meeting. Seconded by: Paul

Carried

A clarification was made in regards to the Grizzlies Ball Tournament. The name has changed to the Mitchell Corn Fest Tournament.

Conflict of Interest -None Declared

Financial

Budget update

The only change in the budget is the cost of advertising (\$724) for Garage Sale Day for month of May.

Discussion

Snow Removal Update

Steve has not heard back from two contractors since he first spoke to them in February. The topic should be readdressed at a future meeting.

BIA Streetscape & Advertising

Advertising

For the duration of the Streetscape construction, BIA members expressed that any extra advertising that the BIA can do is well worth the cost as long as the BIA website/Facebook page are updated regularly if not daily. Jamie Huenemoerder told BIA members that she had posted a panoramic photo of the construction in front of her store to her personal Facebook page and the BIA Facebook page that morning (June 10th). At the time of the meeting the post had reached 1,363 people and the BIA Facebook page had reached 516 people.

At the time of the Mitchell BIA meeting there wasn't any new information available about the Streetscape Construction. All available information was provided at the Town Meeting/Open House last month. A meeting is forthcoming; a date has yet to be set. Karen McLagan asked the BIA members what slogan they would like to put up on the digital sign. Members chose "Dig our Downtown. We're Open For Business."

Paul Wettlaufer discussed the merit of increasing current BIA advertising with updated information about the Streetscape project/construction through the Mitchell Advocate "earlugs" (which currently change bi-weekly) that the BIA has already purchased. These 'earlugs' could be changed on a weekly basis as long as the information is given to Melissa by Friday at 1pm to meet the deadline. If there are 4-5 key points of what might construction/progress/what stage the construction is at or what might be expected in the next week and have that information be coordinated with electronic sign. As long as the message is consistent, which Melissa McGoldrick said she could come up with a mock up of something.

***Motion was made by Paul Wettlaufer to purchase an earlug in the Mitchell Advocate every week instead of doing the proposed banner advertisement for the duration of the construction at the cost of \$51.88 bi-weekly (content of earlugs to be determined). Seconded by: Guy Eyers
Motion Carried***

Melissa mentioned that the BIA Advertisement (that has been paid for) in the School's Out promotion be changed from Corn Daze activities to information about the Streetscape Construction. Members agreed that that would be best, considering that the Ball Hockey Tournament has been cancelled and Corn Daze is not going on this year due to construction.

Members discussed the idea of drafting a map of businesses that have backdoor entrances that are safe for customers to utilize, as well as available parking. In addition to this idea, members discussed the idea of creating a similar passport to the one Wingham did, as it will get people through the door and visiting the businesses throughout the construction. There were 20 stamp stops proposed, and the idea would be that people would come in to get stamp stops and spend time and money in Mitchell Businesses. Completed passports can be entered into a ballot box at Valumart to win BIA Bucks, with the prizes of \$500 be awarded July 24th, August 21st and Sept 18th.

Burt and Viola will draft something up for the passports/map and send it out and vote via email, with the future possibility of sending out via unaddressed admail.

Wingham Streetscape Construction

Karen McLagan had contacted North Huron and asked them about the process/what worked for them during the streetscape construction in Wingham. At the time Wingham didn't have a BIA and formed a special committee (Wingham Business Alliance), and created promotions under

the slogan “Dig Our Downtown”. In conjunction with the creation of the slogan, they also created shopping passports that had a map showing alternative entrances to the businesses and stamp spots for people to fill out by visiting participating business locations. Once the passports were complete, they could be entered in a draw for a number of prizes and a grand prize at the end of the construction. They also distributed posters/flyers about events and promotions. In addition, they used traditional advertising through the paper, radio ads and created a website.

The Wingham Business Alliance met weekly to discuss, and or solve problems. They had Graham from Lavis as a community liaison and Mike Thomas as the man on the street if there were questions. These community liaisons met with town block captains that we able to take information to the businesses on the street in order to efficiently be informed of the construction progress. Wingham Business Alliance, hosted a Shin Dig – Street Party was put on at the end of the summer/construction, in addition to monthly community BBQ’s.

Streetscape Construction

Some members mentioned that the timing of the lights has been changed, and wanted to know why the traffic was directed left and the need for parking signs. It was also discussed that anyone who has back door/alternative access to let people know. According to the available information businesses are supposed to have available access for the duration of the construction aside from a couple hours.

Morning Man CJCS

Members expressed annoyance at the Morning Man Eddie Matthews on CJCS telling listeners to “Stay away from Mitchell”. Steve is going to meet with him and clarify what the Streetscape Construction entails, and direct him to the West Perth website.

Block Captains

BIA members discussed the merits of having business block captains. Each block having their own captain who has attended the BIA meetings and Streetscape meetings to fully understand and communicate what is going on. Members expressed concern that people in town are not reading the information, and there is some miscommunication that has fostered misinformation that needs to be clarified. It would be imperative to establish block captains, as a situation where 15 – 25 businesses going to the foreman and asking the same questions.

Streetscape T-Shirts

Gus Evers brought up the idea of having t-shirts made up with the chosen slogan on it and wear the t-shirts consistently to solidify the message that “We’re from Mitchell & The Construction Won’t Stop Us!” (or something similar like “We’re Open”) and maybe with a graphic of a heron wearing hard hat. Gus mentioned that the BIA could use part of the corn daze budget to pay for the t-shirts, and is confident that they will sell. Jamie Huenemoerder said that the BIA could sell the t-shirts and put money towards BBQ every couple of weeks. Melissa McGoldrick said she could mock up a graphic of the Heron with a Hard Hat and the slogan, and send it to Gus.

Gus will get a price on cost of printing the t-shirts, with the intention to giving a t-shirt to each business free of charge and extras available for \$10 each. The t-shirts would be yellow with black print.

BIA Website / Facebook Page

Brent Scheider provided BIA members with a report on the recent web traffic activity on the BIA website. As of the 20th of June there were 2,343,144 unique hits to the BIA website in May, and 1,668,516 unique hits in June (up until the 20th).

Christmas Party/Gala Update

There are no updates or changes from last month about the Christmas Party/Gala.

New Business

Block Captains

There was discussion about appointing *Block Captains* for the duration of the Streetscape Construction. A list of *Block Captains* will be put together and BIA members made aware.

TD Bank Fundraising BBQ

Joyce Eidt wanted to thank everyone that came out to support the fundraiser for the Children's Miracle Network the previous week.

Adjourned

Joyce Eidt made motion to have meeting adjourned at 7:30pm.

Next meeting: July 8, 2015