



LEAMINGTON BIA Board Meeting *AGENDA*

Thursday, January 19, 2017 8:45am

Gabriele's Furniture Board Room, 55 Talbot St W, Leamington ON

- 1) CALL TO ORDER**
- 2) AMENDMENTS TO THE AGENDA**
- 3) REVIEW & APPROVAL OF PREVIOUS MEETING MINUTES**
- 4) REPORT FROM COUNCIL REPRESENTATION**
- 5) 2017 AGM February 23**
 - a) Goals set by BIA Board Members
 - b) Promotion as per Bylaw
 - c) 2016 Accomplishments
 - d) Agenda
 - e) CAO Guest Speaker
 - f) Menu
- 6) NEW BIA Board Member Applications**
- 7) SOUTHPOINT SUN Proposal**
 - a) Annual Campaign
 - b) Visitors Guide
- 8) UPTOWN SOUND SYSTEM**
- 9) BIA MEMBERSHIP REQUESTS/COMMENTS/CONCERNS**
- 10) ONGOING PROJECT UPDATES**
 - a) Uptown Business Guide Distribution
 - b) Facebook Updates
 - c) Corks & Canvas Valentines
 - d) Christmas Open House Review
 - e) Parking Signage
 - f) Uptown Block Party/Sidewalk Sale Replacement Ideas
- 11) CURRENT/ONGOING CONCERNS**
- 12) NEW BUSINESS**
- 13) ADJOURNMENT**

Next Board Meeting Date February 16 @ 8:45am



Shop Local.
Shop Leamington.

LEAMINGTON BIA ANNUAL GENERAL MEETING

Wednesday, February 17, 2016
Leamington Arts Centre
5:30pm Meet and Mingle
6:00pm-7:30pm Official Meeting

AGENDA

1. Call to Order
2. Greetings from Council
3. Approval of 2015 AGM Minutes
4. Review of 2015 Accomplishments
5. Executive Board Recognition
6. Treasurer's Report-2016 Budget
7. 2016 Goals and Projects
8. Hogs for Hospice Event Presentation
9. New Business/Open Discussion
10. Adjournment

Review of 2015

Accomplishments

1. Increased communications and collaboration with the Municipality, Public Works Department and Chamber i.e new banner project, annual Discover Leamington event, parking issues
2. Increased communication and partnership with the local OPP and Fire Department i.e ongoing Safety and Business Numbering project
3. Added 8 more cement pots to the uptown and expanded area
4. Designed, created and installed 60 permanent banner shields for the uptown core
5. Collaboration with Mosaic & Municipal Marina for annual Discover Leamington event
6. Hired part-time Coordinator to assist with the Board of Directors and administer projects and day-to-day communications.
7. We hired a company to help rebrand the BIA, logo, and slogan
8. We launched a brand new website www.learmingtonbia.com
9. We created and now offer a “business profiler” section on the website that will allow business owners to access, utilize, update and self-promote
10. Revitalized Master BIA Business Directory and made contact with each existing and new BIA member
11. Created a new *Welcome Package* for all BIA members which was designed to educate and share useful information pertaining to the uptown core i.e. BIA definitions, mandate, bylaws, marketing strategies etc.
12. Purchased Promotional items to help promote the BIA core
13. Welcomed organized tourist groups and created promotional packages to entice them to visit and shop in the uptown core
14. Continued Annual promotional campaigns focusing on Uptown merchants, products and services i.e radio, newspaper, local tourism guides
15. Continued beautification projects in the uptown core i.e seasonal planters, pots
16. Participated in Local and National Awareness Campaigns i.e Breast Cancer, childhood cancer

2016 Goals & Projects

1. Continue to build relationships with town officials and help revitalize the uptown core by improving the image, safety, vibrancy and the utilization by consumers i.e. CIP promotion and encouragement
2. Strengthen relationships between business owners to create a strong sense of community which will strengthen our core
3. Facilitate a Spring Walkthrough along with the Public Works department to help identify areas of need, repair and attention
4. Facilitate discussion and create solutions for the three main identified areas of concern i.e
 - a. Loitering
 - b. Parking
 - c. Property standards
5. Work on improving the consumer experience in the uptown core with the possible addition of an outdoor sound system i.e holiday/seasonal music
6. Working with local Cultural/Art centers (Bank Theatre/Art Gallery) to create events/activities and encourage families to participate i.e “Sip n’ Swirl, Princess for a day