



## **LEAMINGTON BIA Board Meeting *AGENDA***

**Thursday, DECEMBER 1<sup>ST</sup>, 2016 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 (September) MEETING MINUTES**
- 4) REPORT FROM COUNCIL REPRESENTATION**
- 5) 2017 PROPOSED BUDGET**
- 6) 2017 AGM**
  - a) Location, Date, Speakers, Agenda, Food
  - b) Goals & Accomplishments \*see attached
- 7) CITY WORKS INITIATIVE**
- 8) UPTOWN SOUND SYSTEM**
- 9) BIA BUCKS PROMOTION REVIEW**
- 10) BIA MEMBERSHIP REQUESTS/COMMENTS/CONCERNS**
- 11) ONGOING PROJECT UPDATES**
  - a) Corks & Canvas Review
  - b) Christmas Open House Review
  - c) Christmas Parade Review
  - d) Christmas Pots
  - e) Parking Signage
  - f) BIA By-law Review and Update
  - g) Facebook & Website Update
- 12) CURRENT/ONGOING CONCERNS**
- 13) NEW BUSINESS**
- 14) ADJOURNMENT**

*Next Board Meeting Date January 27 @ 8:45am*

## 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](http://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