



## LEAMINGTON B.I.A. Board Meeting *MINUTES*

**Tuesday, April 26, 2016**

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

**1) CALL TO ORDER 8:50am**

Attendance:

Members of B.I.A. Board: Shelly Gabriele Gale, Lisa Bradt, Gerard Rood, Stephan Viselli, Ursula Tiessen, Wendy Parsons, Jacqui Galy

Members of Council: Hilda MacDonald

Members of Administration: Kelly Baillargeon

Guests: Nat Milana

Absent: Bill Dunn, Shawn Bodle, Pat Vance

Lisa Bradt stepped forward from Vice-Chair to Chair and proceeded with conducting the meeting.

**2) AMENDMENTS TO THE AGENDA**

a) Added Item "Chamber Golf Tournament" to new business to be presented by Wendy Parsons.

**Moved by L. Bradt, seconded by S. Viselli to approve modified agenda CARRIED**

**3) REVIEW & APPROVAL OF PREVIOUS MEETING MINUTES**

Corrections were made and will be recirculate.

**Moved by G. Rood, seconded by S. Viselli to approve corrected minutes CARRIED**

**4) REPORT FROM COUNCIL REPRESENTATION**

Hilda MacDonald reported on Council activities.

Parking will go to Council in May. A link to the report will be provided for the B.I.A. prior to going to council.

The land maintenance by-law will be changed to allow Town staff to carry out work sooner when owners fail to maintain their properties.

Business Registration Licensing will be reviewed with a law student commencing work in May. There should be a report in the fall.

Street signage was discussed. It is premature to provide information on projection signs. Owners can request a variance to the current signage by-law that would allow for perpendicular signs. It was noted that businesses were looking to have the process of approval for signage simplified and amended so that the BIA can promote with CIP promotions.

It was reported that a new by-law officer had been hired to improve responses on concerns. It was stated that an ongoing concern was removal of old business signs. There should also be a given time for installation of new business signs done in a professional manner added to the sign by-law. Hilda said that she would follow up on this.

There is a concern with abandoned vehicles. They are brought into town and left. There are 3 vehicles behind the Paradise Club that are unlicensed or have flat tires and never move. Hilda

suggested that an email be sent to the by-law office and copies be included to the C.A.O. and Hilda. She will also look into the matter. It is important to have a paper trail in place and copying others is not a problem. Lisa will send an e-mail concerning this.

**Moved by L. Bratt, seconded by S. Gabriele** to receive Council Report **CARRIED**

**5) TREASURER'S REPORT**

Shelly Gabriele presented the treasurer's report including a Comparative Income Statement

**Moved by S. Gabriele, seconded by U. Tiessen** to accept report **CARRIED**

**6) O.B.I.A.A. ANNUAL CONFERENCE**

Common areas of concern from other BIA groups were parking and garbage.

In the near future, the current BIA by-laws will require review and revision for electronic forms of communication as well as harassment. Gerard has agreed to review and update for further discussions.

Some ideas brought back for promotion of uptown were Adirondack chairs or benches with diaries attached for comments from visitors, monthly night markets vs. sidewalk sales (seem to be a thing of the past) and community events that bring people into the downtown. Music is another initiative that creates an experience and mood within the shopping core.

**7) UPTOWN SPRING WALKTHROUGH - May 26**

All invitees have been notified. The walk-through will be conducted on May 26 at 1:00pm. Once the walk through is completed, a follow through schedule will be created.

**8) UPTOWN BLOCK PARTY**

Subcommittee Report

Chris Mickle has been hired as event coordinator. He will assist licensed facilities in obtaining proper alcohol permits as well as orchestrate all public works, police, fire and town requirements on our behalf. A poker run will take place and all businesses who agree to stay open until at least 9:00pm as well as provide a gift for the grand prize will be highlighted on the poker run outline.

There will not be racks of clothing allowed on the streets for safety purposes should there be an emergency. Businesses are encouraged to invite customers into their stores to see all that they have to offer while creating a welcoming environment.

A night market will be held on Mill St. W. as part of the block party. BIA will be paying a flat fee to Teanna Lindsay for the organization and facilitation of the market. BIA will be receiving the vendor fees in return. Vendors will be restricted to non-competing to BIA members. Leamington businesses outside of BIA district will be given first right of refusal next and then outside vendors may be permitted. BIA has final say in vendors present.

Database will be utilized to communicate information about the block party as well as individual visits from BIA members. A communal incentive/coupon page will be developed for BIA members who would like to advertise in the welcome packages that are being given out at the bike ride registration.

Marketing materials will be going out soon. Chris has a draft poster created. Waiting for final details.

T.W.E.P.I. is hosting a Marketing readiness training in June for local Businesses.

**9) PROJECT UPDATES**

a) Annual Radio Campaign (Stephan)

Stephan stated that he will start work on the block party advertising.

**Moved by G. Rood, seconded by L. Bradt** to have K. Baillargeon provide list of retailers to S. Viselli  
**CARRIED**

b) Annual Business Guide (Pat)

Pat was not available to provide an update.

c) Annual Calendar - this was deferred to the next meeting.

d) Website Updates - this was deferred to the next meeting.

e) Winter/Summer Pots (Shawn) - Shawn was not available to provide a report.

f) Promotional Items (Lisa) - this was deferred to the next meeting.

g) B.I.A. Bucks - this was deferred to the next meeting.

h) Business Numbering Safety Project - this was deferred to the next meeting.

i) **NEW** B.I.A. Bylaw/Board of Directors refresh - Gerard Rood to review and establish a draft new bylaw for the Board to review.

j) **NEW** Uptown Regular Clean Up - this was deferred to the next meeting.

**10) PUBLIC WORKS BANNER PROJECT FUND REQUEST**

Public works has requested compensation for hardware needed to mount the banners.

Hilda MacDonald suggested offering Public Works 50% of their request for extra banner funding.

It was suggested to use funds from the beautification items to pay Public Works.

Hilda to follow up with the Director of Infrastructure Services.

**11) SOCIAL MEDIA SEMINAR “Power of the INBOX”** - this was deferred to the next meeting.

**12) CURRENT/ONGOING CONCERNS** - these items were deferred to the next meeting.

**13) NEW BUSINESS**

Wendy Parsons noted that they have a golf tournament on May 18.

She would like to email notice of this event out to the businesses.

**Moved by S. Gabriele, seconded by L. Bradt** to have K. Baillargeon send out email. **CARRIED**

Wendy Parsons advised everyone that on July 10 there will be 80 golfers coming to Erie Shores.

They want to give gift bags to distribute to the attendees.

**Moved by S. Gabriele, seconded by G. Rood** to have K. Baillargeon and L. Bradt make arrangement for the promotional items. **CARRIED**

Kelly Baillargeon noted that a cheque had been sent to the Marina for the Arts Festival. The artwork has not been sent. She will arrange to send the same logo and use the same kiosk.

Kelly submitted the B.I.A. conference costs for payment. The banner that was prepared for the T.W.E.P.I. presentation. The banner can be reused at future events.

**14) ADJOURNMENT** *Next Board Meeting Date TBD*

The meeting was adjourned at approximately 10 AM. Proposed date for the next meeting will be sent to committee.

**Moved by S. Gabriele, seconded by J. Galy** to adjourn the meeting. **CARRIED**