



## LEAMINGTON BIA Board Meeting *MINUTES*

**Thursday, April 20, 2017 8:45am**

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

- 1) **CALL TO ORDER** - Chair Lisa Bradt called the meeting to order at 8:47 a.m.

Attendance:

Members of B.I.A. Board: Lisa Bradt, Shelly Gabriele Gale, Gerard Rood, Shawn Bodle, Chad Riley, Chad Robinson, Cindy Lasi

Members of Council: Bill Dunn, Hilda Macdonald

Members of Administration: Kelly Baillargeon

Guests: Michelle Fortier (Bank Theatre)

Absent: Wendy Parsons, Stephan Viselli

- 2) **ADDITIONS OR AMENDMENTS TO THE AGENDA** – no changes were presented.

**Moved by G. Rood, seconded by L. Bradt** to approve the agenda. **CARRIED**

- 3) **REVIEW & APPROVAL OF PREVIOUS MEETING MINUTES** – It was discussed that Item 6 be amended to remove the last 2 sentences.

**Moved by S. Bodle, seconded by G. Rood** to approve the amended minutes. **CARRIED**

- 4) **REPORT FROM COUNCIL REPRESENTATION** – Hilda stated that the budget for Mill Street has been approved. Work on the project will continue this year including the construction.

- 5) **TREASURER'S REPORT** – Shelly presented the Treasurer's report  
It was suggested that quotes for the uptown pots décor be obtained in the future along with examples of the proposed decorations.

**Moved by C. Robinson, seconded by C. Lasi** to approve the treasurer's report. **CARRIED**

- 6) **STAYCATION April 28/29** – Lisa reported that this promotion requires businesses and volunteers for the booth. We need materials from the businesses to do promotion. The hours are from 10 a.m. to 6 p.m. The Town, the Chamber and the B.I.A. are working together. The display area is 30'X10' and is an initiative by TWEPI (Tourism Windsor Essex Pelee Island). It was suggested by Lisa that the display include a couple of chairs or a love seat, clothing, table with local foods and other things. Cindy offered to provide their Thrift on Mill truck for transport and storage of materials.

- 7) **MILL STREET MARKET BLOCK PARTY UPDATE** – Lisa noted that there is a meeting with the other stakeholders after our meeting. A letter has been prepared for distribution. They have already booked the band, the fencing and the porta-johns. Chad has a catering endorsement to serve outside their restaurant and has measurements for the required set up. Kelly noted that Public Works has suggested late Thursday to close off Mill Street. Chad Robinson suggested that

we should let the businesses know about the shutdown well ahead so that they can advise their staff and customers.

- 8) **UPTOWN SPRING WALKTHROUGH** – Lisa discussed the spring walkthrough. We had good participation last year. We want to schedule a date for this year. Kelly will send out an email for response. It was suggested by Lisa that we try for June 1st at 11 a.m. to avoid conflict with our next Board meeting on May 18th.

9) **ONGOING PROJECT UPDATES**

- a) Monthly Business Profile Promotion – “Unforgettable” was chosen this month. Cindy noted that their business promotion was well received last month.
- b) CIP – Bill advised the Board that the Municipality is working on another program. Hilda noted that there may be changes in the next program. There are people in the queue that are being finished up this year. Applications were done as of last year.
- c) Uptown Business Guide – it was reported by Kelly that we are updating the guide as new information on businesses becomes available. More updated Guides will be printed before Staycation. We have been receiving emails requesting more Guides including from Realtors and others. It may be necessary to increase our budget in the future. Chad Robinson stated that he would like more copies for distribution at Gilligan’s.
- d) Parking Signage – an update was provided by Lisa noting that the signage had been approved by Council. Public Works has the signs and will install them as soon as they can.

- 10) **BIA MEMBERSHIP REQUESTS/COMMENTS/CONCERNS** – Garbage continues to be a problem uptown. Shawn suggested that strategic placement of dumpsters is required. It was stated by Hilda that the Municipality is working on this. Lisa will email Rob Sharen and understands that a proposal is due from Administration by the end of the month. Shawn has seen bins including his filled by others and more pickups need to be scheduled. It was suggested by Lisa that fines be imposed on those illegally using the bins. Shawn advised that there is a by-law and fines in place but enforcement is required and we need to record those who are illegally using the bins. He recommended that signs be posted about the fines. Chad Robinson suggested that additional information be included about garbage in the information package provided to new businesses. It was noted by Lisa that we can educate but we also need enforcement through the Municipality.

Lisa noted that we had discussed installation of cameras for the Uptown and the B.I.A. was willing to pay for this. Cindy commented that you are permitted to put up whatever signage you want to warn people.

Lisa suggested that the Board get a quote for cameras on the buildings including motion activation. Chad Riley recommended J.D.C. and Security One and to get quotes from both.

**Moved by C. Riley, seconded by L. Bradt to get camera quotes. CARRIED**

- 11) **CURRENT/ONGOING CONCERNS** – Chad Robinson is aware that some businesses outside the area are interested in joining the B.I.A. Kelly advised him that we have looked into Associate Memberships. This requires a B.I.A. by-law change that includes a fee and what services will be available to those members. The Leamington Clerk has indicated that by-law amendments may be available by the fall.

During the B.I.A. Conference, a lot of suggestions to promote community spirit were brought up. Shawn reminded everyone that we want to promote the sidewalk sale for August 4th to 6th. It was confirmed by Lisa that we can promote the activity but the retailers have to put it together. This

will be limited to racks on the sidewalks with no street closures. Shawn said that he will talk to the retailers. Kelly will email our database about the sidewalk sale dates and times with a copy of the Municipal form. It will be suggested that the sales will be 9 a.m. to 9 p.m. on Friday, 9 a.m. to 5 p.m. on Saturday, and 12 noon to 5 p.m. for those interested on Sunday. Chad Robinson suggested that information be provided to the businesses about the available sidewalk space that they can use. It was suggested by Lisa that they also be reminded about the need to submit their forms to the Municipality for the sidewalk sale.

Promotion of the sidewalk sale was discussed. Shawn stated that it costs \$600.00 for a half page ad in the Sun Newspaper. Chad Robinson stated that we can do a targeted promotion through the internet for much less cost.

Kelly commented that Hogs for Hospice has offered to advertise our activities on their website. She understands that the cost is approximately \$12.00 to post on Facebook locally. Payment is made through PayPal or a credit card.

The Block Party on Mill Street is scheduled for June 30th from 5 p.m. to 11 p.m.

- 12) NEW BUSINESS** – The Mexican event at the Rhine Danube Club on May 12th was presented by Kelly. The B.I.A. could buy a table if people are interested. Kelly asked for a motion to purchase a table for 8 persons at a cost of \$150.00.

**Moved by S. Gabriele, seconded by L. Bradt** to approve the purchase. **CARRIED**

Lisa was invited to speak at The Art Gallery A.G.M. and she gave an overview of what the B.I.A. does and how important community spirit and support is in order to work collaboratively on a variety of initiatives. Chad Robinson believes that we need a representative available at promotions.

Discussion was had about the relationship between the BIA and the Municipality. The mandate of the BIA is to beautify and promote the district. As of late, issues have been raised with town staff about business licensing, property standards and signage. It is the belief that the BIA is taking on an enforcement roll and this is not within the mandate. Despite the BIA being the voice of the businesses to council, the BIA's stance is going to be that each individual business needs to take their concerns to town hall themselves rather than relying on the BIA to do this for them. It was expressed that not all businesses feel comfortable doing this and that the BIA promoted the City Works initiative and offered to relay concerns should businesses not feel comfortable doing so. Businesses need to be encouraged to voice their concerns rather than relying on the BIA to do it for them.

Council reps assured us that steps are being taken to move our concerns forward and that positive recognition of this is required. The BIA takes steps at every opportunity to promote the municipality in a positive light through social media recognition, newsprint media requests, etc. The BIA has repeatedly reached out to work collaboratively with town staff and council in order to improve the uptown as it is our belief that when we all work together, we all prosper. It was suggested that council reports include updated information from administration on the dominant areas of concern being business licensing/illegal businesses, garbage, by-law enforcement, property standards/signage, CIP.

**13) ADJOURNMENT**

**Moved by G. Rood, seconded by C. Robinson** to adjourn at 11:10 a.m.

**CARRIED**

*\*Next Board Meeting Date: May 18, 2017 @ 8:45am*