



## LEAMINGTON BIA Board Meeting *MINUTES*

**Thursday, DECEMBER 1<sup>ST</sup>, 2016 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 8:45 a.m.

Attendance:

Members of B.I.A. Board: Shelly Gabriele Gale, Lisa Bradt, Gerard Rood, Stephan Viselli, Pat Vance, Shawn Bodle

Members of Council: Bill Dunn

Members of Administration: Kelly Baillargeon

Guests: Chad Riley, Cindy Lasi

Absent: Ursula Tiessen, Jacqui Galy, Wendy Parsons, Hilda Macdonald

- 2) **AMENDMENTS TO THE AGENDA**

Item 3 was amended to show September instead of October.

**Moved by G. Rood, seconded by S. Gabriele to approve amended agenda CARRIED**

- 3) **REVIEW & APPROVAL OF PREVIOUS (September) MEETING MINUTES**

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

- 4) **REPORT FROM COUNCIL REPRESENTATION**

Bill Dunn advised that there were no new items to discuss.

Lisa Bradt spoke on the City Works Initiative Program as per her discussions with Hilda Macdonald. See item 7 below.

- 5) **2017 PROPOSED BUDGET**

Shelly Gabriel provided the proposed budget for 2017 showing the values from 2016 and reviewed the items.

It was recommended that we need to provide gifts to the RBC for their help with the BIA bucks.

**Moved by L. Bradt, seconded by S. Gabriele to provide lunch for RBC CARRIED**

**Moved by L. Bradt, seconded by G. Rood to accept the proposed 2017 budget with amendments as discussed. CARRIED**

- 6) **2017 AGM**

- a) **Location, Date, Speakers, Agenda, Food**

Kelly will confirm with Chad that the Art Gallery can be used again and will confirm a date.

Kelly will have Lisa and Chad advise on food options for the AGM.

It was suggested that we could have Leamington CAO Peter Neufeld speak about the plans for the uptown. We could have the display boards set up that are currently at the Municipal office.

Shelly suggested that we have a screen set up this year for presentations.

**b) Goals & Accomplishments \*see attached**

Kelly noted that she would email Board members for a list of accomplishments and goals.

**7) CITY WORKS INITIATIVE**

This involves new software that Leamington has purchased and set up. You call the main desk and the concern is registered and a tracking number is given. The software can track repeat concerns. The BIA has created lists and submitted those concerns. Some progress has been made now.

Kelly and Lisa are to meet with Public Works and Rob Sharon to look at solutions for the garbage being set out early by some businesses.

Kelly commented that all departments are made aware of complaints that are registered. It is no longer just a direct call to the bylaw officer.

The new program should enhance the response to concerns. She recommended that people use the service. Anyone can call. There is a business license bylaw in the works.

**8) UPTOWN SOUND SYSTEM**

Kelly checked out the sound system uptown with Mike Ciacelli of the fire department. Not all speakers were connected. They do work although they are some 15 years old. They set up agricultural society speakers with MP3 music. There were three speakers pointing down the streets and they appeared to work. She suggested that we need to buy speakers for next year. It was suggested that only seasonal music be provided. Music could play from 10 AM to 6 PM.. It was suggested that we start the program with quiet music. It may be possible to expand to advertising later. Bill Dunn suggested that we need key spots for the speakers. This could include Queen Street and Talbot Street West.

**9) BIA BUCKS PROMOTION REVIEW**

Kelly has been in discussions with people. For next year, it is suggested that we do \$10 and \$50 denominations for more convenience. She suggested that we may want to sell the Bucks later next year, possibly towards the end of November. Shelly suggested that we sell ours mid-November to allow for Christmas preparations and parties etc. She has allowed \$50,000 for the 2017 budget and we can discuss and review dates later. It was noted that we allow to the end of February for redemption of the BIA bucks.

We need to set limits on purchases of Bucks; for example, \$500 at a time or \$1000 maximum per person.

**10) BIA MEMBERSHIP REQUESTS/COMMENTS/CONCERNS**

ACCESS has asked for support or feedback from uptown businesses owners about the possibility of adding more building space to facilitate the increased need for housing and counselling needs for local youth

**11) ONGOING PROJECT UPDATES**

**a) Corks & Canvas Review**

Chad confirmed that the next Corks and Canvas is planned for February 10. Kelly and Lisa suggested that the BIA sponsor this again. The Arts Centre made approximately \$380. Chad noted that people from the last one plan to come again. Shelly suggested that we budget \$500 for two events with the BIA sponsoring the food. Chad wants to negotiate with the artist. He noted that the food and promotion by the BIA was good.

**b) Christmas Open House Review**

Kelly and others commented that the open house appeared to be very successful this year.

**c) Christmas Parade Review**

The BIA provided a \$1000 sponsorship for the parade.

d) Christmas Pots

There has been a mixed response to the decorations this year. It was noted that they are not very colourful. The pots are geared more to a winter seasonal decoration. The lushness looks good. It was suggested that coloured balls be added next year and pulled out after Christmas.

e) Parking Signage

Lisa noted that they have investigated parking signage. The quote is \$110 to supply and install posts plus \$25 for the sign. On Mill Street West, the signs will be installed in grass areas. We will need 10 or 15 signs installed in concrete. These would cost \$140 per sign. Gerard suggested that this was a reasonable cost based on the locates that would be needed, the cost of labour and equipment, and the difficulties to complete the installation.

**Moved by S. Gabriele, seconded by L. Bradt to have Kelly order signs and set this up.  
CARRIED**

f) BIA By-law Review and Update

Lisa noted that she, Kelly and Shelly have met with Brenda Percy about the BIA Bylaw. They want to have wish lists such as email voting and other items to be included in the bylaw. At the AGM we will have to approve the BIA board members and this will go to Council for approval.

g) Facebook & Website Update

Shelly noted that there will be a new annual cost of approximately \$50 per month as provided in the budget.

**12) CURRENT/ONGOING CONCERNS**

No concerns were brought forward at this time.

**13) NEW BUSINESS**

There was no new business discussed at the meeting other than the details in the budget.

**14) ADJOURNMENT**

**Moved by Pat Vance, seconded by G. Rood to adjourn at 10:25 a.m.**

**CARRIED**

*Next Board Meeting Date January 19th @ 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