



LEAMINGTON BIA Board Meeting *MINUTES*

Tuesday, February 23, 2016 8:45am

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

1) CALL TO ORDER

8:54am

Attendance

Members of the BIA Board: Shelly Gale, Lisa Bradt, Wendy Parsons, Pat Vance, Gerard Rood, Jacqui Galy, Stephan Viselli, Shawn Bodle

Members of Administration: Kelly Baillargeon

Members of Council: Hilda MacDonald

Absent: Bill Dunn, Ursula Tiessen

2) REVIEW & APPROVAL OF PREVIOUS MEETING MINUTES

Moved by Shawn Bodel, seconded by Lisa Bradt to adopt minutes CARRIED

3) AGM REVIEW

It was suggested to use the Leamington Arts Centre to host the 2016 AGM

It was suggested that the layout be changed to create a more intimate atmosphere

The 2016 AGM invitation will be posted in the local paper, social media, website and emailed to each individual member

4) PROJECT UPDATES

a) Annual Radio Campaign

i) It was suggested to increase the monthly radio advertising budget by \$250/month in order to provide 15 x 30 second commercials on 96.7 & 95.9 stations. This will allow the BIA to highlight 4-5 selected businesses per month

ii) Interested BIA businesses will be entered into a draw to be spotlighted in the monthly campaign

Moved by Lisa, seconded by Shelly to approve the increased budget (once approved by Council) CARRIED

b) Travel & Tourism Directories/ads

i) Annual Day-tripper ad has been removed from the 2016 budget

ii) South point Sun Travel Guide full page ad has been purchased

c) Annual Calendar i.e. events/projects/advertising

i) Kelly will bring to the next meeting for review

d) Website Launch & Updates

i) Extensive corrections are required and Lisa will work with Daryl to get these implemented

e) Promotional Items

i) Subcommittee will look at samples and bring forth

f) Annual Business Guide

i) Kelly and Pat are scheduled to meet with Speed Print in March to redesign and revise the current guide

- ii) It was suggested that the current Map and Business locations could be done on a tear away map or a two sided brochure

g) Winter/Summer pots

- i) Shawn, Pat and high school volunteers removed the current winter bows that could be removed
- ii) The remainder of the bows and winter décor will need to be removed in Spring
- iii) Kelly and Shawn met with horticultural society about colour scheme
- iv) Flock festival will be adding birds to the pots during their promotional campaign

h) Business Numbering Safety Project

- i) Kelly will continue to work with the Leamington Fire Department
- ii) The Leamington Fire Department will contact the BIA once a number signage template has been finalized

i) CIP Promotion

- i) Once the new CIP program applications have been updated, Kelly will contact our BIA member database

5) ASSOCIATE MEMBERSHIP

The BIA received a letter request for an expansion of the current boundaries to include BLONDIE'S Restaurant and Variety

Kelly contacted the Kingsville BIA regarding their Associate Membership which would include those interested businesses that are outside of the current BIA boundaries, giving them limited access to the benefits of the full membership without having to increase the boundaries

Businesses outside of the district would not be provided with any services other than promotion
An annual fee is charged.

They cannot become voting members on the board and the board has the ultimate decision as to whether they are permitted to join

They could or would be up-charged for participation in extra BIA promoted events.

6) BIA BUCKS PROMOTION

Kelly and Lisa will contact the local RBC regarding a possible partnership and promotion logistics

7) UPTOWN BLOCK PARTY

It was suggested that the BIA cancels the annual Sidewalk Sale in lieu of an Uptown Block Party which would take place on Friday, July 29th 2016 in partner with the HOGS for HOSPICE event
Kelly and Lisa are scheduled to meet with IF Event Planning

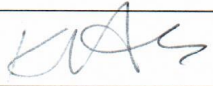
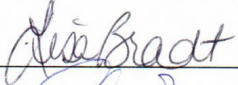
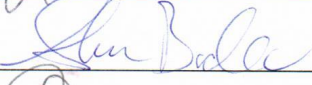
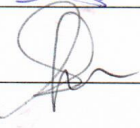

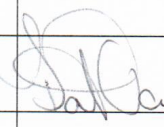
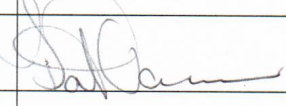
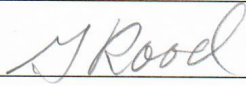
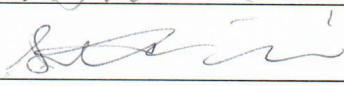
Moved by Shelly and seconded by Stephan to host an Uptown Block Party in lieu of the Sidewalk Sale
CARRIED

8) ADJOURNMENT

Moved by Shelly and seconded by Lisa *CARRIED*

Next Board Meeting Date *Tuesday, March 22, 8:45am*

**LEAMINGTON BIA BOARD MEETING
Attendance Record**

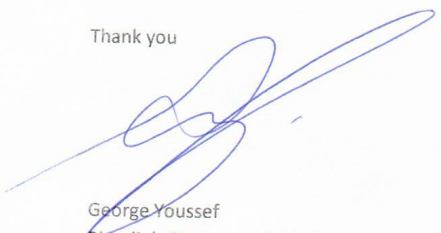
Date:		February 23 2016	
Member Last Name	First Name	Company/Association	Signature
Baillargeon	Kelly	BIA Coordinator	
Bradt	Lisa	Bradt Butcher Block	
Bodle	Shawn	Source for Sports	
Gabriele	Shelly	Gabriele's	
Galy	Jacqui	Settingington's	
Parsons	Wendy	Leamington Chamber	
Tiessen	Ursula	Et Cetera Shop	
Vance	Pat	Sweet Retreats	
Dunn	Bill	Leamington Town Council Representative	
MacDonald	Hilda	Deputy Mayor Leamington Town Council	
Rood	Gerard	Rood Engineering	
Viselli	Stephan	Blackburn	
Guest			
Guest			

Blondie's Restaurant & Variety
77 Erie Street North
Leamington, ON
N8H2Z7

To whom it may concern,

This letter is a formal request to expand the BIA Boundary (CIP program) further north on Erie street in Leamington. There are several businesses that would benefit from this expansion and we would be one of them. Please consider my request careful.

Thank you



George Youssef
Blondie's Restaurant & Variety
77 Erie Street North
Leamington, ON
N8H2Z7