



LEAMINGTON BIA Board Meeting *MINUTES*

Thursday, January 19, 2017 8:45am

Gabriele's 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, Wendy Parsons, Shawn Bodle

Members of Council: Bill Dunn, Hilda Macdonald

Members of Administration: Kelly Baillargeon

Guests: Chad Riley, Cindy Lasi, Chad Robinson

Absent: Stephan Viselli, Pat Vance, Ursula Tiessen, Jacqui Galy

- 2) **AMENDMENTS TO THE AGENDA**

The date was corrected from 2016 to 2017.

Moved by L. Bradt, seconded by G. Rood to approve amended agenda

CARRIED

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

Moved by G. Rood, seconded by L. Bradt to accept minutes.

CARRIED

- 4) **REPORT FROM COUNCIL REPRESENTATION**

Hilda reported that Brenda Percy is working on the business licensing. Lisa noted that licensure will be mandatory. Shawn advised that he has concerns with new unlicensed businesses.

Hilda stated that the Municipality is working on the taxi bylaw. There will be regulations on charges and safety requirements. She noted that we may not see business licensing on all new businesses but it will be better regulated.

She suggested that we need the Health Department checking and following up on new businesses as well.

Hilda noted that Ruth Orton is working on the property standards.

- 5) **2017 AGM February 23**

a) Suggested Goals set by BIA Board Members –

- continued efforts to integrate the migrant population and middle age women shoppers. Collaboration between the town, the BIA and the greenhouse owners on this matter.
- try to participate more actively with the migrant community
- advertise monthly in the Mexican newsletter
- uptown walk-through with all Municipal staff
- permanent sound system.
- Business numbering in collaboration with the Fire Department
- Summer BIA community event in collaboration with the Canada 150 Celebration
- Mill Street market.
- BIA subcommittee for annual events
- Tourist questionnaire for the Leamington Marina boaters

- Brochure map and kiosk mount for Marina and municipality parking lots
 - Installation of permanent string lighting on Mill Street
 - Uptown security cameras
- b) Promotion as per Bylaw – there was no discussion.
- c) 2016 Accomplishments – List of accomplished were presented
- d) Agenda – proposed agenda was presented
- e) CAO Guest Speaker - Peter Neufeld agreed to speak at the AGM
- f) Menu - We will ask businesses to provide platters and display cards with their names
- 6) NEW BIA Board Member Applications** – is Three board members will be stepping down in 2017 and three applications have been received. A call for nominations have been requested with a deadline of February 17th. Nomination forms are available online
- 7) SOUTHPOINT SUN Proposal**
- Moved by S. Gabriele, seconded by G. Rood** to approve a \$300 monthly ad in the Sun newspaper. **CARRIED**
- 8) UPTOWN SOUND SYSTEM** - Lisa noted that they have been working with Jim Dick on the sound system but there has been no reply. Shelly stated that she has a friend that we can approach at Factory Auto Sound for help.
- 9) BIA MEMBERSHIP REQUESTS/COMMENTS/CONCERNS** - there was no discussion.
- 10) ONGOING PROJECT UPDATES**
- a) Uptown Business Guide Distribution – Guides have been distributed. They are distributing them to Travel and Tourism locations.
- b) Facebook Updates - there were no discussions.
- c) Corks & Canvas Valentines - Chad Riley reviewed the Corks and Canvas event scheduled for February 10. He handed out flyers with the details. Chad noted that people can go online for tickets to the Corks and Canvas event.
- d) Christmas Open House Review - people noted that there was lots of positive feedback from this event. It is suggested that this be promoted again this coming year.
- e) Parking Signage - Lisa noted that the signage is in the works. Materials have been ordered and installation will be coordinated with Public Works.
- f) Uptown Block Party/Sidewalk Sale Replacement Ideas – getting input from Ruth Orton was discussed. She may be able to help with insurance and other requirements for the proposed Canada 150 block party event. Chad Robinson suggested that we talk to Ruth about the June 30th requirements. Lisa reminded everyone that we need a subcommittee. Hilda stated that she will volunteer for this. She further noted that we need to look at getting entertainment lined up now. Also, a smaller stage and sound system will be needed. Chad Robinson suggested that we discuss this at the next meeting. He stated that he will also volunteer to be on the subcommittee. Cindy commented that she will also volunteer for the subcommittee. Lisa noted the fire hydrant concern at the Vivacious beauty salon on Mill Street. Kelly suggested that we should be able to work around that in consultation with the Fire Department.
- 11) CURRENT/ONGOING CONCERNS** - Shelly handed out a budget update. She noted that the parking signage has been paid for. There has been no quote on the building numbering project.

She will estimate \$10 per number times 200 businesses for a total of \$2000. She noted that a budget request has been submitted to the Municipality for approval.

Moved by L. Bradt, seconded by G. Rood purchase gift certificate CARRIED

12) NEW BUSINESS –

Moved by G. Rood, seconded by L. Bradt to approve \$1000 sponsorship for the Canada 150 parade. CARRIED

Moved by L. Bradt, seconded by G. Rood to approve greenery removal by DeGoey. CARRIED

13) ADJOURNMENT

Moved by L. Bradt, seconded by G. Rood to adjourn at 10:20 a.m. CARRIED

Next Board Meeting Date February 16 @ 8:45am