



LEAMINGTON BIA Board Meeting *Minutes*

Tuesday, March 22, 2016 8:45am

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

1) **CALL TO ORDER** 8:45 am

Attendance:

Members of BIA Board: Shelly Gabriele Gale, Lisa Bradt, Shawn Bodel, Gerard Rood, Pat Vance, Stephan Viselli, Ursula Tiessen, Wendy Parsons

Members of Council: Bill Dunn

Members of Administration: Kelly Baillargeon

Guests: Rob Sharon, Shannon Belleau, Ken Brown, Chad Riley

Absent: Hilda McDonald, Jacqui Galy

2) **AMENDMENTS TO THE AGENDA**

a) Added Item "Communication between Membership & Board"

b) Added Item "BIA hours of operation"

Moved by L. Bradt, seconded by S. Gale to approve agenda

CARRIED

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

Moved by S. Gale, seconded by L. Bradt. to adopt the minutes

CARRIED

4) **GARBAGE/RECYCLE COLLECTION**

Environmental Services Department Update

R. Sharon-Director of Infrastructure Services, S. Belleau- Manager of Environmental Services, K. Brown - Manager of Public Works presented the BIA Garbage/Recycle Survey results.

The purpose of the survey was to find out how the BIA businesses owners currently handle garbage and recycling pickup/disposal

Objectives/outcomes:

Try to get all garbage and recycling off of Talbot

Businesses who do not have residential property along with commercial property, do not currently pay a garbage levy which makes them responsible for their own garbage disposal

Tag system currently being used costs approximately \$2 per bag

Town to contact WDS services to see how many bags are being used.

Recycling is collected on Mondays and some every other Tuesday

Commercial Properties have collection on Monday

Residential Properties have collection on every other Tuesday

Only 15 responses were received from survey. Majority did respond to say that they were putting it out for Tuesday or Friday pickup.

Some were in favour of centralized location. Business owners pride has decreased.

Public Works will provide a temporary full time employee who primary focus will be the Uptown Core Hours will be Thursday thru Monday 8 hours a day April to September.

Suggestions provided:

Centralized collection and recycling centres

Cons-Distance is an issue and Solid waste authority does not have a way in which to empty large bins

Education to Members/Business owners on correct collection days and Recycling needs to be encouraged

5) PARKING PROPOSAL & SURVEY

The municipality proposed a 30 minute parking within one block of Talbot and Erie 9 hours in municipal lots.

Open Town Meetings will be held for residents to share opinions/concerns/suggestion

A Survey will also be provided

BIA is only a communication facilitator, ultimately the Municipality will decide on the final parking regulations

6) UPTOWN BLOCK PARTY

The Board has requested to form a subcommittee to assist with the planning

L. Bradt, S. Viselli, S. Gale have agreed to sit on the subcommittee

Other key BIA members will be asked to join

7) PROJECT UPDATES

a) Annual Radio Campaign

Stephan will look into extra spots

b) Promotional Campaign

no update

c) Uptown Annual Support Ribbons

Concerns were made of the cost and effectiveness associated with the ribbon campaigns

Concerns were made that the BIA board would have to decide which causes to promote/not promote

Moved by L. Bradt, seconded by S. Gale to cease ribbon promotion for 2016 CARRIED

d) Annual Business Guide

Speedprint is redesigning the guide to create a more user friendly layout

e) Annual Calendar

An annual BIA event/duty calendar has been created

f) Website Updates

Email needs to be sent to each member for them to encourage them to send Daryl their logo and description for their business

g) Featured Business Selection

Moved by L. Bradt, seconded by S. Gale to postpone feature

CARRIED

h) Winter/Summer Pots

P. Vance will continue to work on removing the winter/holiday décor from pots

Pots are still frozen which makes removal difficult

i) Banner Update/Request of funds from Public Works

Will defer for H. MacDonald to return

j) Promotional Items

Items will be ordered no later than May 2016

Pricing will be brought forth at next meeting

Items suggested to purchase are paper/reusable shopping bags, pens, brochures, coupons

k) BIA Bucks

RBC Leamington Branch is on board and has agreed to facilitate the project

BIA board to review budget and decide of the total amount purchased this year

BIA to offer top up for any BIA bucks purchased i.e. \$10 BIA Bucks will cost \$8

l) Business Numbering Safety Project

The Leamington Fire Department have enlisted volunteer students to assess the Uptown core building entrances which will help determine the optimal format i.e glass doors, businesses with awnings, solid doors, existing numbers, etc.

8) SOCIAL MEDIA WEBINAR/SEMINARS

Constant contact rep will put on a webinar on March 30th

Chamber members free. \$5 for BIA members

BIA along with Chamber to host a marketing seminar entitled “Power of the INBOX” on Wednesday, April 27th at art centre from 6-8pm

9) NEW BUSINESS

TWEPI to host Free Birders Workshop on April 19th.

Email vote was held and \$500 + HST was allotted to Degoey Flowers per their quote to remove Christmas decor from planters as time of board staff was limited and volunteer assistance not available.

Moved by L. Bradt, Seconded by S. Gale to spend money on Planter removal **CARRIED**

Email vote was taken to approve the last minute signage for promotion of the Uptown for items such as TWEPI initiatives, to be utilized in vacant storefronts, etc.

Moved by L. Bradt, Seconded by S. Viselli to spend approx. \$200-250 on Speedprint sign plus cost of graphic design by Graphic Gourmet **CARRIED**

***ADDITIONAL AGENDA ITEMS**

Communication between Membership & Board

Members contacting Board members at their place of business to share complaints/concerns impedes their ability to run their own businesses. Their time needs to be respected

The BIA Board will instruct all members/residents to share any concerns/comments/suggestions via BIA info email address. This is the main form of communication between members as there is no BIA physical office space

Emails are replied to in a timely manner

The Municipality has been contacted and is willing to aid in the creation of a workplace/harassment policy for the BIA and its Board/Staff

BIA hours of operation

The BIA hours of operation needs to be created and shared with the members/residents/partners

Concerns of late night/weekend phone calls from businesses owners have been reported

All Members and Board need to respect the time of all volunteers and paid staff

Currently the BIA coordination is on a part time basis

10) ADJOURNMENT 11:05am

Next Board Meeting April 26th 8:45am