



## LEAMINGTON BIA Board Meeting *MINUTES*

**Thursday, May 18<sup>th</sup>, 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 8:45 a.m.  
Attendance:  
Members of B.I.A. Board: Lisa Bradt, Shelly Gabriele Gale, Gerard Rood, Shawn Bodle, Chad Riley, Chad Robinson, Wendy Parsons, Stephan Viselli  
Members of Council Absent: Bill Dunn, Hilda Macdonald  
Members of Administration: Kelly Baillargeon  
Guests:  
Absent: Cindy Lasi
  
- 2) **ADDITIONS OR AMENDMENTS TO THE AGENDA** – no changes were presented.  
  
**Moved by C. Robinson, seconded by G. Rood** to approve the agenda.     **CARRIED**
  
- 3) **REVIEW & APPROVAL OF PREVIOUS MEETING MINUTES** – no changes were presented.  
  
**Moved by G. Rood, seconded by C. Robinson** to approve the minutes.     **CARRIED**
  
- 4) **REPORT FROM COUNCIL REPRESENTATION** – Council members were both absent. Lisa advised that she plans to meet with Hilda on her return so that she can ask for an update on Leamington administration reviews. She will try to establish the procedure that is needed. Wendy suggested that we have an Excel file with items and dates of submissions and replies. Kelly stated that we will prepare a spreadsheet of items and submit to our Council representatives for updates at the next meeting.
  
- 5) **TREASURER'S REPORT** - Shelly advised that there was nothing new or changed from the previous report that had been provided.
  
- 6) **STAYCATION REVIEW April 28/29** - Wendy commented that Cindy Lasi had helped with a fabulous display set up and her efforts were very much appreciated. Kelly commented that there was a lot of positive feedback through our Facebook page for the mall display.
  
- 7) **SIDEWALK SALES August 4/5/6** - Shawn has spoken to the usual retailers. August 4th and 5th will be the date for most of them. Shawn will be open on Sunday August 6th as per usual. The sidewalk sale will be the same weekend as Hogs for Hospice. People will be allowed to put racks in front of their stores. Kelly asked about the radio campaign. She also suggested that the BIA can purchase an ad in the paper. Shawn recommended that we post to Facebook, website and Twitter. We could use the same information as last year. Lisa reminded everyone that we need waivers prepared by each business for the Town so they are available when requested. Shelly stated that we can discuss the waiver with Ruth Orton next Tuesday during the meeting.  
  
**Moved by S. Gabriele, seconded by G. Rood** to follow up on waivers and have Kelly contact the general membership.     **CARRIED**

**8) MILL STREET MARKET BLOCK PARTY UPDATE**

- a) Volunteer Needs - Lisa provided the block party update.
- b) Vendors - there are 6 to 8 food vendors lined up. Chad Robinson will be doing alcohol and is looking at the footprint area. There will be 30 tables coming. Sod will be placed in the new park this week. Some vendors have been arranged for the night market. They are looking at having outside people come in. They are also investigating putting lights over the street. Chad Riley is to arrange an area for face painting and other activities
- c) Canada Day Décor - Decorations are to be bought and set up.
- d) Promotion - Stephan stated that he they have a prize wheel available. Stephan will schedule a live remote for June 30. Activities are to start at approximately 5 PM and continue to 11 PM. He suggested we could have radio coverage from 4 PM to 8 PM. They will have a vehicle and a 6 foot table with their backdrops. They will need power and he suggests that they be set up near the IT. They can arrange for 30 second commercials. He can also include their summer patrol and can promote the parade and fireworks on Saturday. It was noted that there will be an art show. Chad Riley will provide information to Lisa including a poster. The Canada Day parade starts at 4 PM Saturday. Lisa commented that each business can provide their own signs at their tables.

**9) UPTOWN COMMUNITY CLEAN UP** - Lisa suggested that we may not be able to coordinate a walk-through for this year. She recommends that an uptown cleanup be done a week or two before the party. Wendy suggested that we ask the Boy Scouts to help out. Shelly recommended that we check with the high schools for volunteers. Lisa recommended that the cleanup be scheduled on a scout meeting night if they want to help.

**10) WINDSOR BIA CROSS BORDER CAMPAIGN** - Kelly noted that other BIAs can get on board with this promotion. Wendy suggested that this could be expensive. Kelly noted that the cost could be \$9000 divided by three to access Michigan. The intent is to try and get people over here to shop. Chad Robinson recommended that we wait for details before making a decision. It was noted that Kyra is doing follow-up for the information. Stephan recommended that we get the specifics and weigh that against local advertising.

**11) ONGOING PROJECT UPDATES**

- a) Monthly Business Profile Promotion - the Jean Academy has been chosen for the May promotion.
- b) CIP - there has been no movement for Council approval yet. There are four or five businesses waiting in the 2016 queue.
- c) Uptown Business Guide - updated copies are being prepared and will be provided to those parties interested in having them available for distribution.
- d) Parking Signage - the Public Works Department has the signs and will be installing them when they have equipment and manpower available.
- e) Garbage Resolve - Rob Sharon is to take a report to Council on June 20. They plan an education blitz for the uptown. After that timeframe, there will be fines imposed. Rob Sharon is to provide us with updates. The BIA will help them with the promotion.
- f) Gateway Lighting - the signs are flashing due to the solar systems that were installed. The Town is looking at a contractor for a solution to rectify this condition.

**12) BIA MEMBERSHIP REQUESTS/COMMENTS/CONCERNS** - there is still interest in having associate memberships. Lisa noted that we must have our bylaw changed. It was commented that Cottingham Tire is having an open house today. Lisa noted that the BIA bylaw is to be updated by the end of the year.

**13) CURRENT/ONGOING CONCERNS** - Stephan noted that we are doing follow through for each submission that is made. Kelly commented that there has been a request for public washrooms. It is suggested that the public can use the library. Everyone else may have to post “patrons only” signs.

Stephan noted that the radio station may move to Central 33 after January 2018.

Loitering was discussed and Kelly noted that there have been signs put up at the Marina. Lisa commented that we had talked to the Town legal last year and were told this was not an addressable issue. Some businesses have had comments from customers about concerns with loitering. Lisa noted that there is no bylaw so there is nothing enforceable. Chad Robinson suggested that we just ask for no loitering signs the same as at the Marina. We could ask Council for a response if needed.

**Moved by C. Robinson, seconded by G. Rood** to have Lisa follow up on the signs with Hilda MacDonald. **CARRIED**

Wendy suggested that signs may have to be in English, French, and Spanish.

Kelly noted that she had responded to the reporter about the building removals in the uptown and that Rob Sharon had also responded. The BIA is in sync with the municipality. She just told him that we were not aware of the owners since the businesses were not registered. She also told him that green space uptown is known to be attractive.

**14) NEW BUSINESS** - nothing new was brought up.

**15) ADJOURNMENT** - **the meeting was adjourned at 9:55 A.M.**

**Moved by L. Bradt, seconded by C. Robinson** to adjourn. **CARRIED**

*\*Next Board Meeting Date JUNE 15<sup>th</sup>, 2017 @ 8:45a.m.*