



LEAMINGTON BIA Board Meeting *MINUTES*

Thursday, JUNE 23, 2016 8:45 a.m.

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, Shawn Bodle, Ursula Tiessen, Gerard Rood

Members of Council: Bill Dunn

Members of Administration: Kelly Baillargeon

Guests: Chad Riley

Absent: Jacqui Galy, Stephan Viselli, Pat Vance, Wendy Parsons, Hilda Macdonald

2) AMENDMENTS TO THE AGENDA

No amendments were presented.

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

3) REVIEW & APPROVAL OF PREVIOUS MEETING MINUTES

A couple of grammatical errors were noted. These will be corrected.

Moved by S. Bodle, seconded by L. Bradt to approve corrected minutes and update the record keeping for Board notes and minutes **CARRIED**

4) REPORT FROM COUNCIL REPRESENTATION

Bill Dunn noted that the proposed parking amendments have been passed by Council. Bill will check out parking revenue and deficits with administration as well as review other matters such as property standards, business licensure, maintenance of municipal lands with Municipal administration and report at our next meeting.

5) TREASURER'S REPORT

A handout of the current budget was provided. She has updated the budget to reflect discussions and changes that were approved. Some of the budget monies have been reallocated based on past discussions.

We are looking to hire a local photographer to take professional photos of our merchants. The cost for the guide photos (unlimited usage) is \$1200 plus H.S.T. The total is approximately \$5000 for the brochures (including photos). Quote was received from Gingersnaps. The other requested quote from M. Caza Photography was not replied to.

Moved by L. Bradt, seconded by S. Gabriele to approve having Ginger Snaps do the photos for the brochure for \$1200 plus H.S.T. **CARRIED**

Website maintenance for this year has already been paid but this will have to be restarted next year. The fire department numbering has dropped from \$4000-\$2500. These funds will be allocated to the block party.

Moved by S. Gabriele, seconded by G. Rood to approve reallocation of funding to the block party as per the discussions. **CARRIED**

6) SUMMER SCHEDULING/VACATIONS

Social media coverage and summer meeting dates were discussed. The next meeting will be July 21st. The block party will be held on July 29. The August meeting schedule be set at the next Board meeting.

7) UPTOWN BLOCK PARTY

- a) Night Market - several local businesses have registered for the market. Teanna Lindsay is organizing the night market event. There are several outside businesses that will also be there so long as they do not conflict with BIA businesses. BIA will approve the list of vendors. There is a \$75 fee per business. The night market will run from 5 PM to 10 PM.
- b) Art Centre Market – Art in the Parkette has been approved by the municipality. They are hoping for 10 to 12 people to show up. The cost is \$75 for members of the Leamington Arts Centre.
- c) Street Sales – BIA has requested street sales on the sidewalk in the morning. The BIA can use the entire footprint of the block party. Racks can be on the sidewalk from 9 AM to 3 PM. Following that there will be a fire inspection for the block party preparation. Kelly noted that the streets are to be closed at 8 AM. Businesses can put out their stuff with no cost.
- d) Volunteers – We would like to order volunteer T-shirts for the BIA. The cost may be \$250 for 15 shirts. They will be labelled BIA VOLUNTEER and include the logo. Shelly recommended that we could use the marketing fund for this.

Moved by L. Bradt, seconded by S. Gabriele to approve purchase of 10 to 15 T-shirts
CARRIED

- e) Poker Run - Will take place from 5 PM to 9 PM on Friday for the block party. There has been a good response with up to 25 businesses involved. They have to stay open to 9 PM and donate a gift. The BIA has received close to \$2000 in gifts.

It was noted that the BIA needs a licensed area since only four businesses are doing an extension of their bars onto the sidewalks. The BIA block party consultant/organizer Chris Mickle will manage everything. The BIA has been advised that they need \$5 million insurance coverage as per the Municipality. The insurance covers stolen goods.

- f) Coupon Page/Map - these are needed a week or two ahead. Kelly suggested a flyer with the map on one side and coupons on the backside. People should just have to show the flyer to get the discount.

8) COMMUNITY CLEAN UP RECAP

There were lots of discussions during the cleanup. Some education was provided to local people and it is recommended that we schedule another day for cleanup. It was suggested that the cleanup be posted on Facebook. Shelly suggested that we look for kids to help. She further recommended that we do the cleanup on July 21st right after the Board meeting. Bill recommended that we have pop and treats such as freezies available. The cleanup could

commence at 10 AM on July 21. Gerard commented that equipment is needed. Kelly asked if the town can provide brooms and picker tools etc.

Lisa discussed the uptown walk-through. They are collecting all of the information and doing an analysis. They will compile generic findings. Concerns noted included window obstructions, signage, numbering, etc. The comments were well received. The focus will be on areas as needed.

9) PROJECT UPDATES

a) Promotional Items

- i) Golf's request for 80 packages – these packages are required for July the weekend of the 10th to the 14th. Kelly and Lisa to provide these to the Chamber.
- ii) Kelly will email the businesses about the no tax coupons. She will also email them about the sidewalk sale waiver.

b) Annual Radio Campaign (Stephan) –There will be free radio coverage during the block party.

c) Annual Business Guide

- i) Final proof and photos – Kelly commented that the photos are still required. We also need a script on the back. Lisa stated that she will draft a paragraph that will be directed to the consumer.
- ii) Only registered businesses be listed on future revisions.

d) Website Updates - no new information.

10) CURRENT/ONGOING CONCERNS

Gateway Solar Lighting - there were no updates.

Parking Proposal - this was addressed in the municipal report.

Garbage Solution - we are still waiting for updates on this matter.

Property Standards – Changes to the bylaw will hold people responsible for policing new businesses for registration, insurance, etc.

Signage Bylaws - no new information.

Business Registration - it was discussed that all new businesses should be required to register as per the bylaws once they are officially put into place.

11) NEW BUSINESS

Bill Dunn noted that the Leamington Municipal Heritage Association wants to do a history of the uptown. This may be something that the BIA can be involved with.

12) ADJOURNMENT

Moved by G. Rood, seconded by L. Bradt to adjourn the meeting at 10:55 AM. **CARRIED**

Next Board Meeting Date will be July 21st as discussed during the meeting.