



LEAMINGTON BIA Board Meeting *MINUTES*

Thursday, August 31, 2017 8:45am

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

- 1) **CALL TO ORDER** – Lisa called the meeting to order at 8:50 a.m. Arlene Sinasac introduced herself and will replace Stephan Viselli as the Blackburn Radio representative.

Attendance:

Members of B.I.A. Board: Lisa Bradt, Gerard Rood, Shelly Gabriele Gale, Cindy Lasi, Shawn Bodle, Arlene Sinasac

Members of Council: Absent: Bill Dunn, Hilda MacDonald

Members of Administration: Kelly Baillargeon

Guests: Michelle Fortier (Bank Theatre)

Absent: Chad Riley, Wendy Parsons, Chad Robinson,

- 2) **ADDITIONS OR AMENDMENTS TO THE AGENDA** – Kelly requested that promotional tools be included under New Business.

Moved by C. Lasi, seconded by L. Bradt to approve the amended agenda.

CARRIED

- 3) **REVIEW & APPROVAL OF PREVIOUS MEETING MINUTES** – Kelly advised that final edits were not yet completed and the July minutes will be presented at the next meeting for approval.

Moved by L. Bradt, seconded by G. Rood to have Kelly finalize July minutes and present at the September meeting for approval.

CARRIED

- 4) **REPORT FROM COUNCIL REPRESENTATION** – both members were absent. Board will present a list of items to be addressed and request that these issues be reported on at our monthly meetings.

Moved by S. Gabriele, seconded by G. Rood to proceed with a report to Council representatives.

CARRIED

- 5) **TREASURER'S REPORT** – Shelly presented an updated budget report. There were questions on some items and Shelly got the corrections and presented the updated information. She confirmed that there is money available in the advertising item to proceed with the Survey Monkey project.

- a) Auditors Report 2016 Approval – Shelly contacted the accounting office and received clarification on the “birds” item, which will be amended. There were no unusual items last year. Shelly will email out updated documents.

Moved by S. Gabriele, seconded by G. Rood to accept the amended treasurer's and auditor's reports.

CARRIED

- 6) **UPTOWN SIDEWALK SALE REVIEW** - Lisa noted that there were some issues raised by the town lawyer. Hilda MacDonald assisted with getting clearances for the sidewalk sale to proceed. She would like to get an update from Hilda.

Moved by S. Gabriele, seconded by C. Lasi to have Lisa proceed with a report to Council each month seeking their assistance. **CARRIED**

- 7) **COMMUNITY SURVEY** – Lisa discussed the previous comments by Bill Dunn. Kelly noted that Survey Monkey is only free for 100 responses. A subscription would cost \$24 per month. The subscription can be cancelled at any time. Arlene noted that the radio station does surveys all the time. She thinks that people will provide feedback if approached. Kelly suggested that a prize be provided to share the survey. The overall cost would be \$280 per year. It was observed by Kelly that the questions would have to be carefully phrased. Shelly commented that we have \$1000 left from the Facebook budget amount.

Moved by L. Bradt, seconded by G. Rood to subscribe to Survey Monkey for the year with a survey to be done by September or October. **CARRIED**

8) **UPTOWN PROJECT UPDATES**

- a) Customer Parking Education Letter - the customer parking signs have been put up some business owners ignore the signs. Kelly confirmed that there is 2-hour parking on the streets and 9-hour parking in the lots. A letter will be sent to all business owners.

Moved by G. Rood, seconded by L. Bradt to issue the letter to business owners about customer parking. **CARRIED**

- b) Christmas Pots - Request for Tender - Shawn said that Anna's flowers have declined submitting a tender. Shelly commented that Caponga supplies bulk plants. Shelly will follow up with Caponga on quoting. It was noted that we have approximately 72 pots and a location map that can be used. Shelly commented that our budget is \$6000. Kelly reminded everyone that the pots are frozen until April. Colours of the decorations is a question that needs to be addressed. There were mixed reviews from the pots last year. She suggested that we ask for design proposals from bidders.

Moved by G. Rood, seconded by L. Bradt to have Shelly follow up on the quotes for planters. **CARRIED**

- c) Garbage Progress - it was observed that garbage bins are still overflowing. There needs to be more enforcement.
- d) Website Refresh - it was discussed that we should include more of our pictures that were taken for the flyer. Lisa commented that the Business Profile information was not working yet. Gerard suggested that we could ask for an invoice outlining the services completed each month. Kelly said that she would book a meeting with the Daryl (CowLick Studios) and Chad Riley to review updates.

Moved by G. Rood, seconded by L. Bradt to have Kelly follow through on the website updating. **CARRIED**

- e) Uptown Business Numbering Project - Kelly noted that the quote is \$2200 plus tax which falls within the \$2500 budget. The Fire Department is getting students to help with the numbering. The action will get newspaper coverage and focus on the safety concerns that initiated the numbering project. She noted that Leamington has no bylaw for numbering.
- f) Uptown Sound System Update - Kelly stated that she has a quote of \$1404 for the sound system repair. We will need a music source. We have a budget of \$5000. There are currently 4 speakers that can be put where needed. Additional speakers would cost \$135 each. She

suggested that we up approach the Bank Theatre for installation on the south portion of Erie Street. Kelly will double the order. Lisa suggested that the wireless system be investigated. Michelle asked that information be sent to her and her Board sound guy can review and provide input. Lisa would like to see music all over the Uptown.

Moved by L. Bradt, seconded by C. Lasi to have Kelly proceed with Michelle to check out sound options for the Uptown. **CARRIED**

g) Monthly Business Profile Promotion - it was noted that Gabriele Brand Source was the monthly profile for the Sun newspaper.

9) UPCOMING EVENTS

- a) National BIA Conference (April 15-18) - Cindy commented that she is interested in going to the conference and will try to book the time off. She believes this is a valuable resource for our Board.
- b) Amazing Race (September 16) - Lisa noted that some ladies organize this each year. They expect that 60 people will be coming here including their families.

Moved by G. Rood, seconded by L. Bradt to have Kelly arrange for the bags. **CARRIED**

c) Uptown Halloween Trick or Treat - it was suggested that this be done throughout the day. It used to be done in the past. Kelly suggested that we could have businesses put pumpkins on their doors. Kelly will send out a notice to businesses and invite them to participate.

Moved by S. Gabriele, seconded by G. Rood to proceed with the Halloween event using static cling stickers. **CARRIED**

- d) Corks & Canvas - this event is scheduled for October 20. Lisa noted that we need to promote this. Kelly stated that we would put it on the website to boost and share with members. She noted that we will have Chad bill the BIA for the food as in the past. Shelly commented that we have a \$500 budget for this event.
- e) B.I.A. Bucks - Kelly noted that she has to meet with the new bank manager. The promotion went very well last year. We will be investigating different denominations. Purchase limits will be set. Shelly commented that we have an \$8300 budget for this event. Kelly commented that this allows for \$50,000 in bucks. Kelly noted that we issued them early November. Lisa wants to support the entire Uptown businesses. The budget includes \$800 for printing and promotion.

Moved by G. Rood, seconded by L. Bradt to approve Kelly proceeding with the B.I.A. Bucks program. **CARRIED**

10) BIA MEMBERSHIP REQUESTS/COMMENTS/CONCERNS - there were no items.

11) CURRENT/ONGOING CONCERNS - no new concerns have been received.

12) NEW BUSINESS - Michelle noted that the bank theatre is doing renovations. On Saturday, October 14 they have invited political persons to a special fundraiser. They would like the BIA to promote this event. Tickets will cost \$60 each. The doors will open at 6 PM and include hors d'oeuvres, drinks and other features. She noted that the theatre renovation will take place from October 1 to March. Kelly will look into ticket purchases for B.I.A. Board members who want to attend and arrange promotion on the website and Facebook.

Kelly noted that Nat Milana and the Jean Academy is celebrating their 25th anniversary next month. She will arrange for flowers to be sent as done in the past for businesses with special anniversaries.

Lisa will draft a letter to Bill and Hilda requesting a report. Kelly noted that other towns have a report submitted by Council representatives to the BIA.

13) ADJOURNMENT - the next meeting will be September 21st. The October meeting was scheduled for the 12th. The change in schedule was made because Kelly will be gone the week of September 24 and Shelley is gone September 28 to October 8. The meeting was adjourned at 10:20 AM.

Moved by S. Gabriele, seconded by L. Bradt to adjourn the meeting. **CARRIED**

**Next Board Meeting Date September 21st*