

## **Board meeting April 1/15**

### **Brewery Board Room**

#### **1. Welcome**

Members present: Rick Burek, John Shore, Elise Beauregard, Jennifer Yaeck, Jim Pearce.  
Location: Creemore Springs Brewery board room.  
Rick started the meeting at 5:30pm.

#### **2. Regrouping**

Discussed that there is a need for an updated list of members including building owners, business owners and associate members. Township has the list of members as the BIA levy comes from landowners (taxes). Need to make a list of businesses in town to cross reference to see who is paying BIA membership fees.

Discussed that the levy has not increased since 1990s. Trying to work with a budget that has not increased in 20+ years.

#### **3. Advertising**

Board felt that there would be a bigger draw for tourists if businesses advertised as a group, rather than a single ad going into a publication. BIA would contribute money into a group ad, but would not make sense to spend the money on our own to run a full page ad. Discussed putting rack cards all over the GTA and other tourist areas.

#### **4. Strategic Planning Board Meeting**

Proposed that this could be facilitated by Jim Pearce's wife who has expertise in this area. A chance to ask what our vision is and determine a mission statement and then get into tactics. Would need at least 3 hours of time. Will decide at a later date when this will be.

#### **5. Scheduled General Meetings**

Was put forth by Elise that perhaps the BIA general meetings did not have to be scheduled for each month, but could instead be changed to every 2 months. Was agreed by Board members that general meetings did not have to occur each month if nothing to report. Proposed that the meetings could be the third Wednesday of the month every 2 months. This may have to be altered if there are events running (i.e. in the summer months).

#### **6. Creemore Children's Festival**

Discussion about the possibility of renaming of Children's Festival to Clearview Children's Festival. Board members expressed concerns about what this would mean for Creemore as a town and for the merchants. Questions about whether there would be other events in other towns in Clearview that would also have activities centred around children on the same day.

#### **7. Maintenance**

Streetscapes such as flowers and sand removal were discussed briefly and were cut short due to General Meeting.

## **General Meeting Wednesday, April 1/15 - 6:30pm Creemore Springs Brewery Board Room.**

### **1. Welcome**

Rick Burek called the start of the meeting and asked for introductions among all attendees.

### **2. Approval of minutes**

Jennifer Yaeck introduced as new secretary. Still in process of preparing previous minutes. Will get them posted on Clearview website in a timely manner.

### **3. Treasurers report**

Financials did not get emailed to everyone.

Profit and loss statement comparing 2014 to 2013. Revenue reviewed by John Shore. \$20000 levy, other revenues are through fundraising. Creemore Springs gives BIA money every year. Of the donation amount, \$10000 is from the brewery

Discussed the \$20000 levy and the fact that this has not changed since 1990s. Less and less is able to be done as this has not changed in many years

### **4. Advertising**

Billboards were discussed and the payment for them. Discussed whether there was a need for two and whether the locations of these were appropriate. Brought up point that there are many comments from customers while shopping, that they did not know where Creemore was and having the sign farther away helps direct people to get here. Proposed that we could use more signage, rather than removing current signage that is in place. Signage on County Rd. 91 from 124 was damaged last year and has not been replaced. Rick has put a call in to get this replaced.

Was agreed that signage is an issue.

Spend \$600 every quarter on the existing signage.

Point was raised that perhaps there could be an informal survey to see if people are even seeing the signage that is there. Does the design of the sign creating the action that we want them to?

### **5. Maintenance**

Question raised by member whether it is the individual business' responsibility to clear out the snow banks or the township's. Corey Finkelstein was working on a service agreement with the township but this is not yet completed. This was to encompass snow removal, street/sidewalk sweeping, flower boxes, banner hanging, etc.

This is something that the members and board felt would be of value to put into place.

### **6. Tourism Workshop**

Hosted by Clearview Township. Meeting on April 8th from 6-8pm at the Town Hall Council chambers. Speaker is from the Ministry of Tourism Culture and Sport. Tourism booth in Stayner behind the park where the old Co-op was. We can all participate in with rack cards, posters to promote events in Creemore. Welcome to attend. For those unable to attend, Rick invited members to share any requests or ideas, so that they could be presented.

### **7. Cycling in Georgian Bay.**

Township has taken on some advertising to this interest group in various cycling publications. Were also at the cycling show in Toronto at the beginning of the month. Promoting our trails and Centurion race.

### **8. Library Membership**

Note came from the library offering free membership to the library for employees that work in town that do not live in Clearview

### **9. Copperkettle and Classic Cars**

Karen Gaudino: Date is going to be Aug 22nd... usually the last weekend in Aug, but publications went out with the incorrect date before the date was formally announced. Advertising in greater tourism guide throughout Ontario. Format will be similar as what was done in the past. Events will be in the park.

Heather was an event coordinator for Blue Mountain, and she has been hired by brewery to run promotional activities for Brewery.

### **10. Marketing**

Karen led a discussion about how we could better market ourselves as a community. We need to determine who our target audience is and that will help us to determine what marketing strategies to apply. We need to determine and articulate what we are trying to achieve. We are competing against other towns where people go daytripping. We need to articulate what makes us different from Thornbury or Collingwood or any other town. What is the actual experience that people are going to get when they come here? Members discussed how they are going to work together to market the village.

### **11. Strategizing Meeting**

Board announced that they will have a meeting to strategize to come up with a plan for the year. Karen proposed that along with a strategy comes the creation of committees and then determining the expense that is associated with the execution.

The Board is planning on meeting first, then will present to members for ratification.

### **12. Social Media**

Elise reminded members that she is available to post events on the Creemore Facebook and Twitter pages. Some members stated that they still were not aware of how to communicate their messages. Elise discussed the Social Media training workshop that was offered to members. Will offer another workshop in the future for those members who were unable to attend or missed the communication.

Discussion amongst members that the emails from the BIA board are not getting into their inboxes. This continues to be an ongoing problem. Elise reminded businesses that we need to have most up to date email addresses.

Discussed sending a survey to our customer bases as a BIA. With new spam laws, can no longer do this legally.

### **13. Welcome Package**

Was suggested by a member that it would be helpful for the BIA to give a welcome package to new members to let them know what is going on with social media, etc. Was requested that the board provide a list of general meetings and a list of events planned for the year.

### **12. Development at Cashtown corners**

Rick Burek met with planner and architect.

at this point and time, development is moving forward. Need to work with the development

Try to get advertising at the corner to direct people to town

Proposed putting a sign at corner at both entrances and exits and put an events calendar up. Rack cards and posters in the store.

Elise suggested that we could have a sign that we could change up which could be customized by each business.

Member suggested that we could offer incentives to people stopping at Tim Hortons for special discounts/offers in Creemore. Businesses could determine how and if they wanted to participate.

An attendee asked whether the board had tried speaking with other towns that have had a Tim Hortons move in to see what the consequences have been. The Board replied that this is a unique situation where the owners of the franchise are willing to work with the town.

### **13. Backyard glam tour**

6 back yards in town. The evening of July 17 and from 10am-4pm on Saturday July 18th. Half proceeds go to a local charity of the home owner's choice.

### **14. Group Advertising**

Rick proposed that advertising as a group may be of greater benefit than advertising on our own.

Laurie Diver from the Enterprise Bulletin presented to the group:

EB is distributed to 20000 households. Have connections with other publications

Summer guide 40000 households.

Sponsored video content on EB homepage. Take a video and show it as editorial content on EB homepage. Crosses into other markets.

Discussed how to measure how well our advertising is working. Laurie discussed that a good way to determine this is by keeping an eye on the traffic to our websites. Google analytics will gauge how well your advertising works. A lot of people don't use direct

contact as much as they once did. They are more likely to look you up online if they want to look into you and that is how they will determine whether it is worthwhile to come see you. Online advertising is more effective than print advertising.

50% of website visitors are via mobile phone.

Website banner on EB website. Guaranteed ROI and run it until we meet ROI.

Sun Media has many publications that we could explore as a BIA to extend our distribution.

Many attendees agreed that it would be more beneficial to advertise as a group and put money together to make ads more impactful.

### **15. Creemore Childrens Festival**

Aug 1st 10-3pm, not till 5pm. Any questions should be directed to Laurie Copeland.

### **16. New Business:**

Rick asked each person in attendance to speak if they had any new business.

New social media workshop was offered by Elise. Date to be confirmed.

Hours over Easter weekend are to be passed onto Elise for posting on Facebook.

Cleaning up streets for the weekend.

Sign at the main street to direct drivers downtown at Jug City.

Has been discussed before, but BIA needs to start taking this into consideration. Many drivers stop at the gas station to ask for directions to downtown.

Creemore Radio, wanting to have a logo for each business on the site. Hoping to have a link to each business.

Proposed by Dave Huskinson that there be a package put together for the people registering for the Classic Car Show which would include the brochure that the Brewery prints on all the local businesses and our collective brochures.

### **17. Brewery Tour**