

Board Meeting

April 9/15, 8am, Mad & Noisy Gallery

1. Welcome

Attendees: Rick Burek, Thom Paterson, Jim Pearce, John Shore, Jen Yaeck, Corey Finkelstein

2. Minutes

Was discussed that important to send in following each meeting. Financial decisions made by the township, determined by the minutes.

Last meetings minutes from April 1/15 are in progress. Will send out ASAP.

3. Treasurer's Report

Reba has P&L statements quarterly.

Was clarified by Thom and Corey that Cash Flow reports were done each month in the past. Was stated that there was no need to do a P&L statement that frequently. John agreed to this.

4. Budget

Discussed at last general meeting on April 1/15, that the levy has not increased in 20+ years. Board would like to explore the prospects of increasing the levy. Board decided that this needs to be a formalized procedure. Important for board to reach out to building owners and ensure that they are onside.

Can increase funds available to BIA by extending the boundaries.

Thom stated that we need to look at the regulations spelled out by Ontario BIA Society.

Was felt by all present that BIA Board needs to develop a strategy to justify the increase. Need to show value to businesses.

BIA has a false budget every year, as it is based on the large donation that has been given by the Brewery each year. If the BIA did not have this income, the Board would not be able to afford all of the current initiatives.

Was settled that Thom would take care of the legalities and John would take care of the financials with respect to potential levy increase.

Budget has been set for 2015. Was presented to Thom for review. Thom pointed out that the budget should be posted on Clearview's website. Discussed reserve money. Was proposed by Thom that we would show breakout and track the reserve money, so people understood where this money came from. Was discussed that the BIA should have a buffer of funds in case of emergency.

5. Creemore Bucks

TD has purchased some Creemore Bucks in the past and are asking whether it is okay for them to still hand out. Concensus from the Board was that they paid for them and as such, should be able to use them. Was mentioned that some businesses still were not accepting them. Felt that this may be due to unclear process for redemption by businesses. Proposed that perhaps BIA Board could approach Creemore TD branch to

handle the cash flow for this. BIA could provide a float for them to work off for redemption.

6. New Members/Associates/Partners

There is a list of building owners that was generated from tax rolls. The Board has an email list for communications between members and BIA Board. Was discussed that these lists need to be cleaned up. We also require a list of associates and partners. Was discussed that there are a number of businesses in town that could be included in membership. Only one Associate member fee was collected in 2014. Need to be more vigilant in collecting fees.

Number of businesses in surrounding towns (Glen Huron, New Lowell, Glencairn) that we could approach for new memberships.

Was decided to prorate membership dues for businesses that signed up now as opposed to start of the year.

Jim proposed that he and Corey sit down to review the membership lists.

Board agreed that it should be outlined for members how things are going to be run.

7. Strategy Session

Jim's wife Betty is going to facilitate the meeting

Was decided that the meeting would take at least 3 hours. Board members were asked what day and time would work best for them. Was felt that a weekend would make sense as the meeting is anticipated to be intense and tiring.

Decided to hold at the Station on the Green. May 9th at 10am was the date that was proposed. All members in attendance were in agreement. Need to clear with Karen Gaudino from the brewery and Elise.

Jim is checking into whether we can have the Station for that date and is going to see if there is a fee for rental.

Jim motioned that the Board take part in the Strategic Session, which would then be presented to the general membership. John seconded the motion.

8. Service Agreement

Leave for next meeting in 2 weeks

Thom has asked the BIA to write out an agreement so that there is no go between.

Thom suggested that he and Corey can work on this, as they have prior experience with these issues from the past.

John is calling Cheryl Brown regarding flower box maintenance for the summer.

9. Bridge

Rick was approached by Deputy Mayor about saving the bridge.

Asked BIA to get involved to support initiative.

Vocal opinion from taxpayers has been largely in support of saving the bridge as long as it does not cost money.

People want to promote heritage of Creemore.

10. Tim Hortons

Discussed cost sharing of signage.

11. Board Meeting Schedule

Every second Monday 7:45-8:45am

Adjournment