

BIA Board Meeting

April 20/15, Mad and Noisy Gallery

Attendees Present:

Rick Burek, Jim Pearce, John Shore, Corey Finkelstein, Thom Paterson, Jennifer Yaeck

Absent: Elise Beauregard

1. Meeting called to order by Rick Burek at 7:45am

2. Approval of Minutes

Motion: To approve minutes from general meetings Jan 14/15 and April 1/15 and minutes from board meetings April 1/15 and April 9/15

Vote: Unanimous approval

3. Treasurers Report given by John Shore

- Discussed GTTA and OBIAA membership fees
- Discussed the maintenance contract for Cheryl Brown to care for the flowers in the flower boxes on Mill Street. She requested an increase in pay from \$2500 to \$2700 for the season. Approval motioned by Jennifer Yaeck, seconded by Jim Pearce and unanimous approval. Motion carried.
- Question was raised by John as to when Treasurer's Report should be sent into the Township. Thom Paterson suggested that minutes should be amended and Treasurer's Report and Budget should be embedded into the minutes. Thom also suggested that the Budget should be sent out to the members with a notice of next meeting. Members would get until a posted time to make comments. Was suggested that perhaps we could use the Community Calendar in the Echo to put an invitation to the next meeting and invite all interested parties to view the Budget online. The BIA Board approves the Budget, but it does need to be presented to general membership for discussion.
- Also discussed that schedule of Board meetings should be posted on the website.

4. Advertising

- Discussed co-op advertising. Has been discussed previously that advertising as a group would be more effective than the BIA putting in an ad on own or a couple of businesses putting in their own ads on their own.
- Rick said that he will start sending emails to members with pricing and invitation to participate. Board felt that the BIA could pay for a small ad or pay for a Masthead on the page.
- For the Enterprise Bulletin, it will be left up to Laurie Diver to coordinate
- Discussed various publications available and what was felt to be best exposure for the money:

On The Bay – More of a local audience. Would consider if they ran a story about Creemore

In the Hills – Tourist publication. This would be more ideal

Mountain Life – Brings tourists to town

Niagara Escarpment – Tourist publication

Escarpment – Local audience

Georgian Life – Local audience

Tourism Map – CTM publication. Some discussion about the value of this publication. Corey felt that this was a good place to advertise. Cost is \$900/50 000 tourism maps

Grey Bruce area targeting – for day trippers?

- Discussed the possibility of Co-op advertising with the Station on the Green. Thom said he would approach Paul Ruppel informally regarding this. Rick said he would speak to Donna Baylis.
- What's Up Hut: BIA has been approached to participate. Discussion about how a kiosk would not fit into the feel of the town. Agreement by Board that it would make sense to be listed on the site. Target audience is locals. Google reach is not great.
- Ricardo Magazine: BIA has been asked for photos of the town. Discussion about who to ask about these. Amber Harloff or Michael Lecuyer?

5. Service Agreement

- Thom led the discussion about the Service agreement. He feels that this should act as a terms of reference. It would spell out what each party is responsible for.
- Think about making references to our owners as they are significant partners. Some items do not fall on BIA or the Township. Thom felt that it should also spell out event support, and include dates to be completed by so that things are looked after leading up to a certain event.
- The Board agreed that this sounded correct. It was stated that Members would be responsible for their store front appearance. Jim motioned that Thom and Corey present the document at the next Board meeting. Rick seconded the motion and motion was unanimously voted for and carried forward.

6. Strategy Session

- Was voted to be May 10th from 10am-1pm at the Station on the Green. All Board members invited to attend.
- It was discussed that this session would be a brain storming session to come up with a plan to present to all Members.

7. Events for 2015

Santa Claus Parade:

- Sponsorship secured last year where Sponsors would donate \$5000/year, and in return they received naming rights. Sponsors ended up walking away due to negative feedback that Sponsorship received. The money that is left in the account is not enough to run the parade.
- Discussed an event to help raise money for the parade. Fred Mills and merchants in town have suggested Christmas in July. Also discussed asking businesses for money to fund the parade. There is a lot of work involved in collecting the funds
- Fred Mills has a list of all key players involved in running the parade – would have to start contacting in August. Laurie Wilson has budget info for parade.

- In the past, the parade has been run using a committee structure consisting of Fred, Laurie and Corey.
- We could compose a letter to building owners, asking for donations to the Christmas parade.

Children's Festival:

- Laurie Copeland is the event coordinator. She is looking for support in the way of cash and physical support (i.e. helping to run an event, planning an event to run, etc.).
- Discussed that Township has decided to rename event. Thom voiced opinion that he was not in agreement with this decision and that it goes against the branding strategy that Township decided upon.
- Motioned by Jennifer Yaeck for the BIA to donate \$500 to Children's Fest as has occurred in past years. Unanimous vote (excluding Corey Finkelstein, who declared a conflict of interest). Motion carried forward.

Copper Kettle and Car Show

- Aug 22nd
- Corey Finkelstein is event coordinator for Car Show. Looking for support from the BIA, not requiring any cash.
- Corey has been meeting with Heather Harting, the community liaison at the brewery. Brewery has committed to assigning staff to assist with traffic management.
- Discussed that if advertised in the paper to promote car show, concern would be that car numbers could get out of hand.
- Porsche group is coming with 30 vintage porches

Canada Day Parade:

- July 1st at 1pm
- Kids line up at park and bike to the Legion
- Events at the Legion for the kids
- Fireworks in the evening
- Suggested by Corey that businesses could decorate the town for Canada Day

Centurion Ride:

- Sept 20th
- Kids Cent Ride
- Ed's Cycle Shop comes each year
- Did not advertise early enough last year... need to promote better this year.

Earth Day

- Missed the opportunity this year, but thought that for next year, should have a spring clean-up event involving all of the business owners

Hallow Fest

- Members organized last year – Carol from the pub was huge contributor

Christmas in the Valley

- Need to fine tune what we are offering. Maybe beneficial to look at Don Valley Outdoor mall and see what events they use to draw people
- Need to draw up a committee – earlier and wider promotion

Big Hearts Day(s)

- Maybe next year, contact the Heart and Stroke Foundation
- Questions raised as to whether this type of event is worth running again. Members felt that it really did not draw people into town. Comments were made that there are many locals that are missing from town during February

8. Cashtown Corners

- Rick and Corey met with Shawn (son of the owners of the new development).
- No decisions have been made
- Architect (Lloyd) wants to see finished concept from the BIA. He liked what he saw, but would like a proposal. He seemed open.
- Corey offered to work on the proposal. Unsure as to when this proposal would be due.
- Next meeting BIA needs to discuss signs. Rick has asked Thom to keep communication open with Lloyd.

9. New Businesses

- The BIA needs to welcome new businesses
- Echo article about new BIA board and new membership was an idea that was discussed