

Board Meeting

June 1/15, 8am, Home of John Shore

1. Welcome

Attendees: John Shore, Elise Beauregard, Thom Paterson, Jen Yaeck, Corey Finkelstein

2. Minutes

Approval of previous minutes –unanimous approval

3. Flower Boxes

- The BIA collectively will have to decide how to decorate the street next year. Flower boxes are in rough shape. Some are completely broken. Will discuss at the next general meeting for input.

4. BIA Waste Bin

- Yellow bin behind Home Hardware
- All businesses are welcome to have a key and use
- Thom is looking after having some extra keys cut
- Contract is with Georgian Waste

5. New Board Members

- Two new vacancies with resignations of Rick Burek and Jim Pearce
- Can put a word out to see if anyone is interested.

6. Dates for Board & General Meetings

- Discussed in the past that it would be ideal to outline when these meetings are going to be held, well in advance and post the dates and locations
- Agreed that general meetings should be held every 2 months, possibly more frequently in the summer while there are events scheduled to run.
- New two board meetings are June 24th and August 12th
- The next general meeting will be scheduled for June 24th as well for 6:30pm start time. Board meeting will be held from 5-6:30pm

7. On the Bay Ad

- Discussed the cost of this and how this ad was managed by On the Bay
- Discussed the photography by Bryan Davies and the cost associated with it as well. Too early to tell whether this ad is effective.

8. Township Walkabout

- Thom and Gerry Lemay walked around the main street May 12th
- Sign on Mill street at the brewery fell off and needs to be repainted
- They discussed snow removal
- There needs to be an agreement between the Tree Society and the BIA with respect to trees

9. Strategic Session

- Need to review our own individual notes from the sessions and discuss as a group once again
- Meet at Elise's home on June 11th at 6pm

10. Cashtown

- Agreement between the owners of Tim Horton's and BIA that there needs to be clean-up of corner regularly so that there is no garbage laying around
- Wayfinding sign – Corey is dealing with Lloyd on this.

11. Independent Website

- Need to create our own website with our own URL
- Decided unanimously as a Board that we should use some of the reserve money to develop
- Michael L'Echuyer did not get paid anything to maintain current website which the board feels is unfair

12. Billboard

- Corey mentioned that the billboard on Airport Rd is fading and the URL is incorrect
- Agreed that the board should consider replacing

13. Social Media

- Ian Morrison is still posting to social media for BIA
- Contract has expired
- Elise will contact to gain access as administrator so that she can continue with updates. This will save the BIA some money.

14. Membership

- Need to clarify who is listed on the website
- Motion carried that Associate Membership is required for businesses who want to be listed.

15. BIA E-Blasts

- Jennifer agreed to take on the responsibility of sending out e-blasts and was given the log-in info for this.

16. HERO Ride

- Discussed the fact that there was no notification to the BIA.
- Could have welcomed the cyclists to town and moved refreshment/aid station to the main street to get the town more involved.

17. Signage

- Directional signage has been in development for too long.
- Were printed with the arrows pointing the wrong way.

- Thom said he would take responsibility of discussing with the printer to see what is happening and whether we should be taking these somewhere else.

18. Tourism Marketing

- Discussed paying for the Simcoe County boarder runs with print media (rack cards)
- BIA board felt that this was good value and that we need to look into for the next run
- There is a GTA & a local run.

19. Adjournment