

## **Board Meeting**

**Aug 12/15, Old Mill House Pub**

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

- 1. Called to order 4:59pm**
- 2. Preparation for general meeting at 6:30pm**
  - Reviewed agenda for meeting
- 3. Horse and Hound Parade**
  - Advertising this year – Echo is advertising 2 weeks ahead and they are distributing posters to businesses. Want to make it bigger and better than years in the past.
  - Meet and greet with the riders. They will get off the horses and speak with the public. They would like to bring some puppies.
  - Discussed social media and we are to contact Carolyn Lane to start the process and we as a Board would like to offer our support via social media, advertising etc.
  - Will start at 11 am this year – October 10<sup>th</sup>
  - Is there something that we can do to keep the kids interested in the event after the parade is over?
- 4. Treasurers Report**
  - Should be approving these at the general meetings.
  - Should be posting the quarterly report on the website
- 5. Procedures**
  - We are working on the processes and procedures on how we are going to move forward

## **Adjournment**

## **General Meeting**

**Creemore Springs Brewery, August 12/15**

Attendees:

Board Members: Elise Beauregard, John Shore, Pere Armengol, Corey Finklestein, Thom Paterson

Judy Wagner (Life's a Slice), Lori Jodzinski (Flowers by MS Design), Anne Scott (145 Mill St), Doug MacIntosh (145 Mill St), Pam Fettes (Clearview Township Clerk), Chris Vanderkruys (Clearview Mayor), Brian MacIntyre (Creemore Village Pharmacy), John Smart (Blacksmith House), Laurie Copeland (Cardboard Castles), Denise Kacarevich (Seasons in Creemore), Patricia Cleary Clark (Mountain Ash Farm), Heather Harding (Creemore Springs Brewery), Ross Lotto (Creemore Home Hardware), Cheryl Robertson (Creemore House of Stitches), Laurie Severn (142 Heirloom)

### **1. Acknowledgement of New Board Members**

- Pam Fettes from Clearview Township handed out letters to new BIA Board members which stated that they were appointed by Council at its meeting held on August 10, 2015. Letters were received by Elise, Jennifer and Pere

## **2. Welcome, call to order... communication process/respect**

- Call to order 6:35pm
- Use our email address, make an appointment or phone to discuss issues
- Don't want BIA issues to interfere with business hours
- Appointment of Elise as president by council

## **3. Approval of previous minutes April 1/15**

- Jennifer Yaeck presented a motion to approve the minutes from April 1/15 meeting. Motion seconded by Brian MacIntyre and Laurie Copeland. Call for comments- none presented. Motion Carried.

## **4. Treasurers report**

- P&L report – John Shore went through line by line and explained the income and expenses
- Balance Sheet was reviewed
- Question raised by Doug MacIntosh and Anne Scott that budget was not distributed at April 1<sup>st</sup> meeting as was stated in the minutes. Other members disagreed and indicated that it was.
- Question posed about what was remaining on reserve. John Shore replied that there was \$5000. The reserve is money that has been carried over from other years
- Discussed that levy has not gone up. The BIA does receive money from other sources such as from fees that are paid by associate members throughout the year and donations to the BIA.
- BIA is paid quarterly from the Township – question was raised from Anne Scott why we are only getting paid quarterly when the levy is paid once per year
- Ann is wondering why the budget was not circulated and was “snuck through to be approved by Council”.
- Financials were accepted by members that were present at this meeting.
- Doug MacIntosh felt that the actuals for previous year should have been distributed along with the budget . He also suggested that it not be called a profit and loss statement.
- Doug MacIntosh asked “Does this board intend to have a budget ready by November of this year for 2016”
- Thom Paterson said he asked Ed if he wanted to see a draft budget from this committee. If the members want to see the 2016 budget compared to the 2015 actuals – we would have this for the Council and BIA Members by January 2016. Doug feels that this should be distributed to the membership before the beginning of 2016 without the 2015 actuals.
- Annual general meeting is in November and Elise and John felt we could present the budget at that meeting for approval.
- John Smart spoke up and said that there was a draft budget presented in November in the past years. In 1989 – levy was \$7000. Increased in 1991 to \$7500.
- Will put a link on future meeting agendas to the minutes and the financials.
- Financials were approved unanimously by members present.

## **5. Copper Kettle – Corey and Heather**

- Heather – Discussed waste management and washrooms during the events. Will run similarly to how it ran in the past.
- Corey – sponsorships for the festival come from the brewery, sponsorships for the Copper Kettle Classics (classic car show) come from the brewery and a classic car insurance company. BIA does not give the festival or car show any funds.
- Anne posed the question as to whether the municipal insurance policy covered the liabilities of such an event
- Laurie Copeland spoke to this... she reminded everyone that BIA is a geographical area. We can get a rider for the policy to get coverage for private property. If you do not have insurance when planning an event, you can give a list of events/activities to the Township. Event organizers could work with BIA to apply for extensions of liability insurance if deemed that it is required.
- Formal letter from the BIA to the Township regarding the event coverage.
- Anne asked “Is the Board covered for such an event in the way of liability?”

## **6. Event Clean up**

- After an event would appreciate if businesses could clean up their sidewalks and surroundings
- Denise asked that we make this an everyday occurrence, not just for an event weekend

## **7. Jail makeover and maintenance**

- Thom gave an overview of the service agreement. He said he was going to put together. He met with Gary Lemay and looked at pavers, planters, snow removal etc. around town. Document will include upkeep of the street, etc. Would like to put a program in place so that we know who is responsible for what.
- Trees and tree guards – responsibility of Township. Will be part of the service agreement.
- Jail – Thom went to the Township and asked if we could refurbish the jail. About \$1500 – bills will be submitted to the Township. It was painted, trees were trimmed, etc.
- Steve and Irene Davenport are going to open and close and clean up
- Would be great if the township could put up a sign
- Corey talking about what we are working on for the jail – signage. A joint sign with the log cabin. Will be working with Chris and Pat Raible to install an exhibit with information about the jail.

## **8. Billboards**

- New design proposal
- Contest deadline August 31<sup>st</sup> for ideas on what you would like to see on airport road.
- Prize for the winner
- We need to email details to members
- Suggestion off the top is that we could change seasonally – adhesion (Pat Cleary Clark)
- Corey suggested that there could be a blade at the bottom where we could transfer out different events
- Question raised by Cheryl Robertson as to who and how someone would change this.

## **9. New Marketing Campaign**

- 2 frames that are going to be in town different places. Creemore logo and then logo for festival at the bottom. People can take their pictures and then post on Facebook, Twitter, etc.

## **10. Social Media Posts**

- Need to share posts that are not a share of a share. Info has to be concise and should not have to be edited by members. Posts that drive tourism traffic. Not past dated events.
- Anne asked how much social media is costing the BIA. We no longer have a consultant working for us. Elise is volunteering her time. Money is in the budget for social media. This is being used for boosting posts.

## **11. New Website update**

- Should be live sometime in October 2015
- Want it to be user friendly and that you are comfortable using it. Want it to be a community tool. All info and direct people where to find information.
- More of a tourist website. Minutes will remain on the township website.

## **12. Motorcycle Traffic Update**

- Specific complaint from one resident on North Mill Street, but have had other complaints. He gets a lot of noise and has spoken to township and OPP. Difficult to police this if they are using proper mufflers, etc. Motorcycles generate a lot of traffic for the downtown. Mentioned at last membership meeting on June 24<sup>th</sup>. Received a few letters from the BIA membership. Proposal of draft position of BIA – not asking for prevention of motorcycles in the area. It is a nuisance noise for people sitting outside on patios, etc. but creates traffic in our businesses. Excessive, but momentary in nature. If it was a concern of the BIA, and affecting our tourism business then BIA would be in support of the resident's complaint. Thom asked members present if there were any objections to this proposal.
- 150 people expected to arrive on Sept 19<sup>th</sup> for a charity ride. Thom has spoken to the organizer of this event about noise issues and to speak to their riders.

## **13. Flower Boxes**

- Discussion of options for next year
- Landscape committee – Norma from Affairs, John Shore is heading
- Coming up with 3 options and pricing, then will have a vote among the members
- Asked for input from members. 36 planter boxes. Could we think on it and send in email suggestions to John Shore by August 31<sup>st</sup>.

## **14. Horse and Hound Parade.**

- Will have a bigger route
- Will start at 11 am this year – October 10<sup>th</sup>
- Meet and greet with the riders. They will get off the horses and speak with the public. They would like to bring some puppies.
- 200 copies of 11x17" posters that they are distributing

- Is there something that we can do to keep the kids interested in the event after the parade is over?
- Members were asked if we could we incorporate ideas to add into the event.

### **15. New Business**

- Street signs – hoping to have the street signs up by end of this week. Thom is going to do this himself. Township postponed this until the fall, but feel that we cannot wait.
- Clean up of snow during the winter on sidewalk. This will be included in the service agreement between BIA and township. Verbal agreement was established between Gary Lemay and Thom Paterson. Diane McQuay from General store asked for an update. Elise is going to send a reply
- Santa Claus Parade – fundraising. Still need to try to raise funds to cover the costs of the parade. Bands are expensive, but many feel this is what makes our parade special. Santa Claus Parade committee raised \$2200 selling hot dogs and pop during the Children’s Festival. Looking for more donations.
- Anne Scott asked if the members can have the actual financial and bank statements from 2011? Corey and Thom stated that the Township has every invoice, cheque stub etc.. They are given to the township at the end of every year. Invoices being paid will start to be entered into the minutes
- Mountain Ash – marketing to create business in Creemore. Pat proposed a newsletter created by the BIA to be distributed to the businesses for people to take away.
- Creemore Children’s Festival overview (Laurie Copeland) – Still pulling numbers together for this year but more than last year, so we know that over 5000 attended. Successful social media campaign. Comments from people to volunteers was that there were many out of towners and that they enjoyed their time in the village and will be back. Could use some volunteers for next year.
- New associate memberships – 2 since last meeting. 5 new associate members this year.
- Discussion that perhaps Locavore – brewery fest become a BIA run event

### **Adjournment**