



Creemore Business Improvement Area MINUTES

June 7, 2016

7:30 p.m.

Station on the Green

Members Present: Jackie Durnford, Laurie Copeland, Karen Gaudino, Sara Hershoff

Members Absent: Corey Finkelstein, Councillor Thom Paterson

Staff Present: Mayor Vanderkruys

Guests Present: Doug McIntosh, Stephani McLarty, Heather Harding, Lyn Grose

1. Call to Order

The meeting was called to order at 7:30p.m.

2. Approval of Agenda

Resolution:

Moved by Laurie, Seconded by Sara, Be It Resolved that the Creemore BIA Executive Board hereby approve the June 7th, 2016 Agenda as presented. Motion Carried.

3. Disclosure of pecuniary interest and the general nature thereof

No conflicts declared.

4. Approval of Minutes: **May10, 2016 **May 27, 2016****

Resolution:

Moved by Sara, Seconded by Laurie, Be It Resolved that the Creemore BIA Executive Board approve the May 10, 2016 Meeting Minutes as presented. Motion Carried.

Resolution:

Moved by Sara, Seconded by Laurie, Be It Resolved that the Creemore BIA Executive Board approve the May 27, 2016 Meeting Minutes as presented. Motion Carried.

5. Presentations

Creemore Springs Brewery – Copper Kettle

Representatives: Stephanie McLarty and Heather Harding

The Brewery to organize a Copper Kettle Briefing meeting to communicate the street closure and to encourage folks to sign up for the space that is needed for their activation in front of their stores.

Kidd Family Auction

Representative: Lyn Grose

lyn@kiddfamilyauctioins.com

Kidd Family Auctions are doing auctions in Creemore and looking for ways to work with the BIA and its' members to support each other. No formal support was offered, however the board will support the auctions by communicating to its' membership when they are happening

Resolution

Item/Recommendation: Sara requested that we keep all presentations to 10 minutes and a copy of the presentation be submitted one week in advance of the meeting	
Moved By: Sara	Seconded By: Karen
Be it resolved the Creemore BIA Executive Board implement a policy to keep all external presentations to 10 minutes and a copy of all materials be submitted one week before the meeting.	
Motion: Carried	

6. Events

Resolution

Item/Recommendation: For the BIA to manage the Creemore Children's Festival in 2016 as part of the Creemore BIA 2016 operating plan	
Moved By: Sara	Seconded By: Karen
Be it resolved that Creemore Executive Board will designate the Creemore Children's Festival as a BIA event for the year of 2016	
Motion: Carried	

- The event already has a working committee in place and will continue to execute the event in 2016
- A formal MOU will be drafted
- The BIA will not incur any monetary gain or loss in respect to the festival
- The recommendation is in place to ensure we have proper insurance to cover the event

- The marketing committee will review and consider it for the 2017 operating plan.
- Proposal attached

7. New Business

Resolution

Item/Recommendation: to join the OBIAA	
Moved By: Sara	Seconded By: Karen
Be it resolved the Creemore BIA Executive Board join the OBIAA	
Motion: Carried	

Donation to the Legion

It was agreed to donate \$500 to the legion for fireworks and to encourage our membership to donate.

Communications Social

It was agreed to host a general communications social at the Brewery on Tuesday June the 28th 6:30 p.m. – 8:00 p.m.

8. Key Action Items Update

Date	Item	Who	Timing	Status
03.05.2016	Review and define rolls of executive			Pending assignment
03.05.2016	Executive to review and revise election procedure for 2017			Pending assignment
05.10.2016	New Street Name signs installed	Thom	End of May	Need update
05.10.2016	Installation of welcome sign for County Rd 9	Corey	End of May	Need update
05.10.2016	Proposal for support from Clearview on streetscape beautification			Pending assignment

9. Adjournment

Resolution:

Moved by Sara, Seconded by Jackie, Be It Resolved that the June 7, 2016 meeting be adjourned at 9:46 p.m.

Next Board Meeting:

Wednesday July 13, 2016 Station on the Green, 6:30 p.m.

BIA Proposal

Creemore Children's Festival

The Creemore Children's Festival is going into its fifth year. Now attracting visitors by the thousands, this single day, not-for-profit, community event, is still designed to empower children by inspiring their imaginations and broadening their creative minds through exciting, interactive activities and play. All FUN and always FREE, this festival is geared to children of all ages, our volunteer driven activities, sponsored performances and demonstrations are all about getting back to the basics of family entertainment.

Child influenced and designed, examples of some of the past events and events in the works for this year, include the renowned Children's Marketplace, Reptilia's 45' Zoo Trailer, Edenvale Aerodrome Pedal Car Classic Planes, Mad Science, Theatre Productions, Dance, Musical Entertainment, Magic Shows, Bouncy Castle, Big Rig Trucks, Puppeteer/Vantriloquist, Bubble Shows, Facepainting, Bicycle Stunt Shows, Drumming, Sand Play, Food Fun and more! Countless demonstrations, crafts and play activities round out the day each year.

This event involves sought after professionals, but more so, local businesses, community organizations and individuals with a passion to give back to our future generations. It draws audiences locally as well as from far away, which is why it is now being hailed a Regional Tourism Event by Clearview Township.

Creemore Children's Festival provides...

- a positive impact in the lives of children in and around our community
- creates lasting memories for children and their families regardless of social / economic demographics. It is accessible to all.
- supports healthy children and educational programming that encourages them to reach their full potential

Proposal to the Creemore BIA

We propose that the Creemore Children's Festival be formally designated a Creemore BIA event. This would have it follow the policies and procedures as determined by the Board and overseeing Clearview Township.

Recommendations

We recommend that an Organizing Sub-Committee be assigned to manage the Festival, as in the past, with the responsibility of procuring funding, running the event, and providing all necessary reports and receipts to the Board.

Responsibilities of the BIA

We recommend that the BIA be responsible for overseeing the financial management of the event, for managing the resources, receiving funds, issuing payments and tax receipts (when relevant), and overall accounting for the event. Bank accounts and financials already in place would be transferred to the Creemore BIA.

Creemore Children's Festival requires...

- an energetic and interested committee of individuals with like-minded intentions
- resource and fund management, as it grows
- solid tethers and foundations to sustain it's roots within this community

2016 Active Committee Members

Laurie Copeland
Amber Harloff
Michele McKenzie
Jenn Hubbs
Katie Deslippe
Corey Finkelstein

Township Partner Representative: Shane Sargent