



## **Creemore Business Improvement Area EXECUTIVE MEETING AGENDA**

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Wednesday July 13<sup>th</sup>, 2016 at 6:30 pm  
Station on the Green  
10 Caroline Street West

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**1. Call to Order**

**2. Approval of Agenda**

**Recommendation:**

Be It Resolved that the Creemore BIA Executive Board hereby approve the July 13, 2016 Agenda as presented.

**3. Declarations of pecuniary interest and the general nature thereof**

**4. Approval of the Minutes of the June 8, 2016 Meeting**

**Recommendation:**

Be It Resolved that the Creemore BIA Executive Board hereby approve the June 8, 2016 minutes as presented.

**5. Approval of the Minutes of the June 28, 2016 meeting**

**Recommendation:**

Be It Resolved that the Creemore BIA Executive Board hereby approve the June 28, 2016 minutes as presented.

**6. Presentation by Andy Bite of the Toronto North York Hunt Club**

**7. Brainstorming with Shane Sargant regarding grant applications**

**8. Budget**

**Recommendation:**

Whereas all BIA Board Members were consulted and provided input and;

Whereas the reviewed budget was made available to the members of the Creemore BIA at the June 28 meet and greet;

Be It Resolved that The Creemore BIA Board of Management accept the BIA Budgeting Sheet - 2016 for consideration and discussion.

**Recommendation:**

Be It Resolved that the Budget be accepted and presented to Clearview Council for their approval.

## **9. Financial Report**

### **Recommendation:**

Be It Resolved that the Creemore BIA Executive Board receive the on-desk financial report for information.

## **10. Events – Children’s Festival Update**

### **Recommendation:**

Be It Resolved that the Creemore BIA receive the report as information.

## **11. Events – Proposed BIA members event**

Proposed are two possible events to help meet #2 of our strategy –

### **Build relationships to benefit the BIA as a whole**

- foster a positive and collaborative BIA Community.

#### **1. The Original Three – Meet the founders of the Creemore BIA (John Smart, Paul Vorstermans and John Wiggins)**

(An opportunity for all community members to learn about the people who set to stage for the Creemore we now know. This would be a social or dinner event at a local restaurant or the Legion – possible fundraiser.)

- a. Learn about the vision of the Creemore BIA founders including:
  - i. Challenges they had and how they overcame them
  - ii. Their greatest accomplishments and what they like about today’s Creemore
  - iii. Address what they would like to see next and how can we honour their legacy

#### **2. Say YES, AND to Tourism – an improv class with Peter Madore**

(An active workshop for BIA members to help them provide better service, share the Creemore Brand and build a BIA team)

- a. Have Peter walk BIA members through basic improv class and set the stage to have some fun with role playing around visitor experience

### **Recommendation:**

Be It Resolved that the Creemore BIA directs Sara to flesh out the plan for consideration of the committee to include dates, budgets etc.

## **12. Streetscape report**

## **13. Marketing report**

## **14. Communication:**

### **a. Doug Mills – Traffic Calming**

### **b. Ian – Social Media report**

### **Recommendation:**

Be It Resolved that the Creemore BIA Executive Board receive the above communications for information.

## **15. Adjournment**

### **Recommendation:**

Be It Resolved that the July 13th, 2016 meeting be adjourned at\_\_\_\_\_ .



## **Creemore Business Improvement Area MINUTES**

June 7, 2016

7:30 p.m.

Station on the Green

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**Members Present: Jackie Durnford, Laurie Copeland, Karen Gaudino, Sara Hershoff, Corey Finkelstein, Councillor Thom Paterson**

**Members Absent: Corey Finkelstein, Councillor Thom Paterson**

**Staff Present: Mayor Vanderkruys**

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

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### **1. Call to Order**

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

### **2. Approval of Agenda**

#### **Resolution:**

Moved by Lauri, Seconded by Karen, Be It Resolved that the Creemore BIA Executive Board hereby approve the June 7<sup>th</sup>, 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](mailto: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 incorporate the Creemore Children's Festival for the year of 2016 as part of it's operating plan	
Motion: Carried	

- The event already has a working committee in place and will continue to execute the event in 2016
- A formal agreement 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.

## 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 28<sup>th</sup> 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
03.10.2016	New Street Name signs installed	Thom	End of May	Need update
03.10.2016	Installation of welcome sign for County Rd 9	Corey	End of May	Need update
03.10.2016	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.



## **Minutes of the June 28, 2016 Meeting of the Creemore BIA**

### **A meet and greet at Creemore Springs Brewery**

6:35 – Welcome from the President

6:40 – Copper Kettle presentation by Creemore Springs Staff

6:50 – Children’s Fest. Presentation by Committee Chair Laurie Copeland

Information stations include:

1. Website update (Corey and Michael)
2. Financial information (Sara)
3. BIA Merch (Sara)
4. Canada Day donations
5. **Children’s Festival info (Laurie)**
6. Copper Kettle Festival info (Steph)

7:20 – 7:40 The Board of Directors walked the membership through the BIA’s action overview:

The Creemore BIA operates as a management board of Clearview Township. The BIA is governed by the Municipal Act and funded through a self-funded property tax levy collected by Clearview Township. It is made up of commercially assessed property owners and their tenants within a clearly defined geographic boundary.

The job of the BIA as per the Municipal Act 2001, c. 25, s. 204 (1)) is to:

***Oversee the improvement, beautification and maintenance of municipally-owned land, buildings and structures in the designated area beyond that provide at the expense of the municipality generally and; to promote the area as a business or shopping area.***

**Current budget:** \$20,000 levy collected by Clearview plus money raised for specific event committees so they can operate on a revenue neutral basis.

**Current BIA events:** Creemore Children Festival, Santa Claus Parade

**Current BIA marketing plan:** TBD

### **Current BIA Board strategy:**

#### **1. Enhance visitor experience with exceptional maintenance of the designated BIA – LEADS - Corey and Karen**

- Create a streetscape committee and plan
- Enter into a clear service agreement with the Township of Clearview
- Seek granting for infrastructure with the help of Clearview



## **2. Build relationships to benefit the BIA as a whole – LEADS - Jackie & Laurie**

- Advocate at the municipal and county level for promotion of Creemore as a tourism destination
- Liaise with other tourism networks, towns, businesses, organizations for the purpose of promotion eg. Simcoe Biking Initiative, Apple Pie Trail, Saints and Sinners, Farmers Markets Ontario
- Aid with community events and activities
- Foster a positive and collaborative BIA community

## **3. Implement transparent policies and clear procedures for maximum efficiency – LEADS - Sara & Thom**

- Revisit constitution and get it approved by Clearview council
- Complete the OBIAA health check
- Create and share event policies and procedures
- Create and share communication policy and procedures
- Create a membership handbook and a guide to participation

<b>BIA Budget Sheet - 2016</b>	<b>Income</b>	<b>\$33,175.00</b>	<b>Expenses</b>	<b>\$33,175.00</b>	<b>\$0.00</b>
YTD		\$10,033.23		\$11,328.91	
Pending		\$23,141.77		\$21,846.09	
Income	Item	2016 Reviewed	2016 - Draft	YTD	2015 Actuals
	BIA Levy	\$20,000.00	\$20,000.00	\$10,000.00	\$20,000.00
	Donations	\$500.00			
	Fundraising	\$0.00			\$500.00
	Memberships	\$0.00	\$1,000.00		\$950.00
	Merch	\$0.00			
	Santa Claus Parade	\$5,800.00	\$5,800.00		\$7,171.00
	Other	\$0.00			\$55.00
	Interest Income	\$75.00	\$15.00	\$33.23	\$84.00
	Children's Festival	\$6,800.00			
<b>Total</b>		<b>\$33,175.00</b>	<b>\$26,815.00</b>	<b>\$10,033.23</b>	<b>\$28,760.00</b>
Expences					
Admin					
	Bookkeeping	\$70.00	\$220.00	\$68.75	\$220.00
	Meetings	\$35.00	\$500.00		\$442.00
	Membership OBIAA	\$250.00	\$0.00	\$202.00	\$0.00
	PO Box Rental	\$160.00	\$160.00	\$156.00	\$150.00
	Supplies	\$50.00	\$50.00		\$173.00
	Other	\$25.00	\$25.00		\$28.00
	Admin	\$590.00	\$955.00	\$426.75	\$1,013.00
Creemore Dollars					\$225.00
Events			\$4,000.00		
	Big Hearts	\$0.00	\$0.00		\$1,325.00
	Children's Festival	\$7,800.00	\$1,000.00		\$1,000.00
	Copper Kettle Fest	\$0.00			\$150.00
	Santa Claus Parade	\$5,800.00	\$4,000.00		\$3,756.39
	Christmas	\$700.00	\$150.00		
	Canada Day	\$500.00			\$546.25
	Advertising	\$0.00	\$850.00		\$723.75
	Summer Guide	\$200.00	\$200.00		\$166.00
	Events	\$15,000.00	\$10,200.00	\$0.00	\$7,667.39
Garbage					
	Labour	3235	3235	1997.76	3006
	Disposal Bin	1200	400	438.45	1377
	Supplies	450	450	139.96	421
	Garbage	4885	4085	2576.17	4804
Misc Exp			75		75
Signs					
	Billboard - rental space	2400	2400	1229.01	3000
	Signs - TOD	300	0		0
	Billboards - replacement	1000			0
	Signs	3700	2400	1229.01	3000
Streetscape					
	Equipment	1200	0	1200	
	Labour & Supplies	3000	2850	1411.98	2855
	Flowers	4350	4250	4360	4180

	Streetscape	8550	7100	6971.98	7035
<b>Marketing</b>					
Website	Domain/Server fees	250			
	Design & Maintenance	35	1500	35	1000
	Social Media	100	500	90	195
		385	2000	125	1195
<b>Reserve/Misc.</b>		65			

Information Page Regarding Traffic Calming Measures in the Creemore Neighbourhood

Doug Mills  
Dropped off  
May 31/16

To: Clearview Council

For some time, the residents of Creemore have held serious safety concerns regarding speeding vehicular traffic, particularly on George Street, Mary Street, Edward and Elizabeth Street. These concerns have increased with the addition of new houses over the years.

Motorists pay little regard to the current 50 km speed limit in these residential areas.

On behalf of the residents who have signed the attached petition, we are requesting the following traffic calming measures be considered:

- Change the speed limit on the above mentioned streets to 40 km and provide speed signs accordingly. Also, provide 50 km signs on Concession Road 3 between George Street and Sideroad 6/7
- Add stop signs to reduce 'straightaways' which encourage speeding:
  - 1) Post east-west STOP signs at George and Mary Streets;
  - 2) Post STOP signs on Mary Street at the most strategic intersection-Caroline, Francis or Elizabeth Street;
  - 3) Reverse the stop signs at Elizabeth and Library Streets
- Post visible Safety Zone signage on George, Edward and Mary Streets to alert motorists they are travelling through a Children's Safety Zone and a Seniors' Safety Zone
- That Council direct staff to implement the petitioned matters.

There are several reasons to introduce traffic calming measures in this neighborhood including:

- To improve safety for pedestrians, including vulnerable children and the elderly. Young families are moving into this area; grandparents are taking care of preschoolers; and residents of the Creedan Valley Care Community are crossing Mary Street and using Elizabeth Street using walkers, wheelchairs, scooters etc.;
- To reduce the possibility of vehicular accidents and casualties.
- Mary, Elizabeth, George and Edward streets border the children's playground; the Creedan Valley Care Community, a Health Centre and a Day Care facility.
- To address the new entrance and exit at the Medical Centre
- To compensate for lack of sidewalks in much of the area.

Our petition is attached and we thank you for your prompt attention to this matter. Should you have any questions please contact Linda Coulter at 705 466 2163, Doug Mills at 705 466 3339, or Carol Ray at 705 466 2555.