



**Creemore Business Improvement Area
MINUTES**

July 13, 2016

6:30 p.m.

Station on the Green

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

Members Absent:

Staff Present: Shane Sargent

Guests Present: Andy Bite, Dave Huskinson, Patricia Cleary Clark

Call to Order

The meeting was called to order at 6:35 p.m.

1. Approval of Agenda

Item/Recommendation: Approval of the July 13 th Agenda	
Moved By: Sara	Seconded By: Karen
Be it resolved the Creemore BIA Executive Board approve the July 13 agenda as presented with corrections and additions	
Motion: Carried	

2. Disclosure of pecuniary interest and the general nature thereof

No conflicts declared.

3. Approval of Minutes: June 7, 2016

Item/Recommendation: approve June 7 minutes	
Moved By: Sara	Seconded By: Corey
Be it resolved the Creemore BIA Executive Board approve the June 7 th minutes with the changes.	
Motion: Carried	

4. Presentations

Horse Hound and Harvest Parade

Representatives: Andy Bite

The Parade will happen the Saturday Oct 8, 2016 - Thanksgiving week-end.

The Hunt Club is looking to grow this and make it even more special than it already is.

The Marketing Committee will work with the Hunt Club to build the day up by leveraging the Apple Pie Trial and other village events.

The Hunt club will take care of the street closure. The BIA offered to help with street clean up after the parade.

The Brewery will also be doing an Oktoberfest event that day.

5. Brainstorming with Shane Sargent

Shane provided some insights on grant monies that might be available to the BIA. In particular there is a current Trillium Grant that is supporting some infrastructure in Stayner that we may be able to leverage.

Shane will provide to the BIA a copy of the existing grant applications and a list of what might be available. He encouraged us to review what is posted on the "grants Ontario web-site"

<http://www.grants.gov.on.ca/GrantsPortal/en/OntarioGrants/GrantsHome/>

Deadline for grants is Dec. 15th 2016

Shane to send Jackie and Thom information on what resources may be available from the TD Tree Grant. Opportunities – River Park, tree society ...

Thom to follow up with community gardens and log cabin committee

We will revisit grants and applications in September.

Sara to organize meeting with community stakeholders and to review information from our members' survey – to insure we have a holistic picture of what is needed and how the Grants can be best applied for.

All – Please take advantage of the Tourism booth in Stayner by sending any rack cards or information to them. Please visit to see how your business can best leverage it.

Jackie to reach out to GTTA to present to the board and Shane noted the township paid our membership fees for 2016. We should account for this in the 2017 operating plan.

6. Budget

Resolution

Item/Recommendation: The Creemore BIA Board of Management accept the BIA Budgeting Sheet - 2016 for consideration and discussion.	
Moved By: Sara	Seconded By: Corey
Be it resolved that Creemore Executive Board accept the Budgeting Sheet 2016 into the minutes	
Motion: Carried	

Resolution

Item/Recommendation: The BIA Budget Sheet be accepted and be submitted to Clearview Council for their approval as the 2016 BIA Operating Budget.	
Moved By: Sara	Seconded By: Corey
Be it resolved that the BIA Board approves the 2016 Budgeting Sheet as the 2016 Operating Budget and will submit to council	
Motion: Carried	

7. Financial Report

Resolution

Item/Recommendation: Receive into the minutes the current financial report prepared by the treasurer	
Moved By: Sara	Seconded By: Corey
Be it resolved the Creemore BIA board receive the report prepared by the treasurer into the July 7 minutes	
Motion: Carried	

8. Children's Festival

Resolution

Item/Recommendation: Designate the an ad hoc committee to implement the 2016 Children's Festival	
Moved By: Sara	Seconded By: Jackie
Be it resolved that the Creemore BIA Board designates the following : Chair – Laurie Copeland, Members – Amber Harloff, Michele McKenzie, Jenn Hubbs, Katie Deslippe, Corey Finkelstein as the ad hoc committee to implement the 2016 Creemore Children's Festival	
Motion: Carried	

Resolution

Item/Recommendation: To the receive the Children's Festival Financial report into the minutes	
Moved By: Sara	Seconded By: Jackie
Be it resolved that the Creemore BIA Board accept the Creemore Children's Festival Budget as of July 30, 2016 and the Funds Transfer statement into the minutes	
Motion: Carried	

9. Events By BIA

Sara 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.

The marketing committee will consider these for part of it's 2016 and/or 2017 plan

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

10. Street Scape

Paul Vosterman has joined the committee now made up Paul, Corey Thom and Karen.

They are doing their first strategy meeting and street walk about on August 8th.

11. Marketing Update

- Jackie's meeting with the Stayner Chamber to discuss street scape was delayed. Next meeting she will include a member of the street scape committee.

- Ian who is running our social media has asked we tag our social with @creemoreontario instead of #
- Jackie will reach out to Ian to confirm how we would like to receive social media content from the board and membership

12. Communications

- A letter was received about traffic calming and a group of citizens is doing a village wide survey of people's concerns
- The street scape committee will develop a POV on this matter and gain alignment from the board

13. Action Log

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
10.05.2016	New Street Name signs installed	Thom	End of May	Stop Signs compete Need update
10.05.2016	Installation of welcome sign for County Rd 9	Corey	End of May	Need update
10.05.2016	Proposal for support from Clearview on streetscape beautification			Pending assignment
13.07.2016	Review of Grants and possible submissions	Sara	September	Open
13.07.2016	"How to run an event" Document	Sara		Open

14. New Business

Nothing presented

15. Adjournment

Be It Resolved that the July 13th, 2016 meeting be adjourned at 8:33 p.m.

Moved By: Sara **Seconded By:** Corey **Motion:** Carried

Next Board Meeting:

Tuesday August 16, 2016 Station on the Green, 7:00 p.m.

Tuesday September 13, 2016 Station on the Green, 7:00 p.m.

BIA Budget Sheet - 2016		Income	\$33,175.00	Expenses	\$33,175.00	\$0.00
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				
Total		\$33,175.00	\$26,815.00	\$10,033.23	\$28,760.00	
Expenses						
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	\$60.00	\$60.00		\$173.00	
	Other	\$25.00	\$25.00		\$28.00	
	Admin	\$590.00	\$955.00	\$428.75	\$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	\$600.00			\$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	138.96	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
	Marketing				
Website	Domain/Server fees	250			
	Design & Maintenance	35	1500	35	1000
	Social Media	100	500	90	195
		385	2000	125	1195
	Reserved/Misc	65			

Income/Expense by Category1 - Year To Date
1/01/16 through 7/13/16 (in Canadian Dollars) (Cash Basis)

7/13/16

Category	1/01/16- 3/31/16	4/01/16- 6/30/16	7/01/16- 7/13/16	OVERALL TOTAL
INCOME				
BIA Levy	0.00	10,000.00	0.00	10,000.00
Canada Day Income	0.00	182.00	50.00	232.00
Interest Income	21.89	11.32	0.00	33.21
Merchandise Revenue	0.00	60.00	125.00	185.00
TOTAL INCOME	21.89	10,253.32	175.00	10,450.21
EXPENSES				
Administration				
Accounting	68.75	0.00	0.00	68.75
Post Office Box Rental	156.00	0.00	0.00	156.00
TOTAL Administration	224.75	0.00	0.00	224.75
Events				
Christmas	-235.20	0.00	0.00	-235.20
Hallowfest	0.00	0.00	0.00	0.00
Santa Claus Parade	235.20	0.00	21.58	256.78
Summer Guide	0.00	0.00	166.00	166.00
TOTAL Events	0.00	0.00	187.58	187.58
Garbage				
Bin	263.07	175.38	175.38	613.83
Street Pickup	826.88	1,170.88	0.00	1,997.76
Supplies	139.96	61.98	0.00	201.94
TOTAL Garbage	1,229.91	1,408.24	175.38	2,813.53
Signs				
Billboard Rental	629.01	600.00	0.00	1,229.01
Tourism Directional	0.00	333.00	0.00	333.00
TOTAL Signs	629.01	933.00	0.00	1,562.01
Streetscape				
Flower	0.00	4,360.00	0.00	4,360.00
Maintenance & Supplies	0.00	2,550.00	0.00	2,550.00
TOTAL Streetscape	0.00	6,910.00	0.00	6,910.00

Income/Expense by Category - Year To Date
1/01/16 through 7/13/16 (in Canadian Dollars) (Cash Basis)

Category	1/01/16- 3/31/16	4/01/16- 6/30/16	7/01/16- 7/13/16	OVERALL TOTAL
Tourism				
Memberships	0.00	208.00	0.00	208.00
TOTAL Tourism	0.00	208.00	0.00	208.00
Website				
Design & Maintenance	35.00	0.00	0.00	35.00
Social Media Management	0.00	90.00	0.00	90.00
TOTAL Website	35.00	90.00	0.00	125.00
TOTAL EXPENSES	2,118.67	9,549.24	362.96	12,030.87

OVERALL TOTAL -2,096.78 **704.00** -187.96 -1,580.66

Creemore Children's Festival
Saturday July 30, 2016
Budget

			In-Kind	Clearview	Cash	
Reserve:						
	Reserve	From 2015			\$1,570.65	as at May 1/16
Revenue:						
	Corporate	Various			\$7,100.00	
	Personal	Various			\$1,365.00	
Other:	In-Kind Services	Clearview Township	\$5,800.00	\$3,125.00		
Total			\$5,800.00	\$3,125.00	\$10,035.65	
Expenses:						
	Programming			\$350.00	\$6,000.30	
	Marketing		\$4,300.00	\$1,175.00	\$2,096.95	
	Event Costs		\$1,500.00	\$1,600.00	\$900.00	
Total			\$5,800.00	\$3,125.00	\$9,597.25	
Balance					\$438.40	* excludes bank fees

Creemore Children's Festival 2016

Funds Transfer to Creemore BIA

			Cash	
Reserve:		From 2015	\$1,570.65	
Bank Fees:			-\$3.90	
Revenue:				
	Corporate		\$900.00	deposited to date
	Personal		\$1,365.00	
Total			\$3,831.75	
Expenses:				
	Programming		\$274.59	cleared deposit May 11
	Marketing		\$0.00	
	Event Costs		\$0.00	
Total			\$274.59	
Balance			\$3,557.16	

Creemore BIA Meeting Attendance

Date: *July 13, 2016*

Name (Print)	Representing	Voting Member-VM Associate Member-AM Staff - S Guest - G	Signature
<i>Karen Gaudino</i>	<i>BIA</i>	<i>VM</i>	<i>[Signature]</i>
<i>Audrey BITE</i>	<i>TNYH</i>	<i>G</i>	<i>[Signature]</i>
<i>Shane's Speeches B</i>	<i>BIA</i>	<i>VM</i>	<i>[Signature]</i>
<i>William Brown B</i>	<i>BIA</i>	<i>VM</i>	<i>[Signature]</i>
<i>Shane Sargent</i>	<i>TWP Cream</i>	<i>G</i>	<i>[Signature]</i>
<i>Paul Johnson</i>	<i>BIA</i>	<i>VM</i>	<i>[Signature]</i>
<i>Joseph Imbriani</i>	<i>BIA</i>	<i>VM</i>	<i>[Signature]</i>
<i>Patricia Cleary Clark</i>	<i>BIA</i>	<i>AM</i>	<i>[Signature]</i>
<i>Michelle</i>	<i>BIA</i>	<i>VM</i>	<i>[Signature]</i>
<i>Sharon Copeland</i>	<i>BIA</i>	<i>VM</i>	<i>[Signature]</i>