



Creemore Business Improvement Area
EXECUTIVE MEETING AGENDA

Tuesday, October 18th, 2016 at 7 pm
Station on the Green
10 Caroline St. W

1. Call to Order
2. Approval of Agenda

Recommendation:

Be It Resolved that the Creemore BIA Executive Board hereby approve the October 18, 2016 Agenda as presented.

3. Declarations of pecuniary interests and the general nature thereof.
4. Approval of the minutes of August 16, 2016 Meeting

Recommendation:

Be It Resolved that the Creemore BIA Executive Board defer the approval of the August minutes.

5. Presentation by Emily Dean of 97.7 the Beach
6. Presentation by Judith Crawford of Steer Enterprises
7. Presentation by Fred Mills – Subcommittee Chair of Santa Claus Parade

Recommendation:

Be it resolved that the Santa Claus Parade Plan be accepted for information.

Discussion and any required revisions to the plan should be documented and then I would like to propose the following.

Recommendation:

Be it resolved that the Santa Claus Parade budget and plan be approved by the Board of Management and that the Subcommittee under the direction of BIA rep and Fred Mills be tasked with implementing the plan.

8. Events Report
 - a. Hallowfest
 - b. Christmas
9. Streetscape Report

10. Marketing report
11. Communication from other groups
12. House keeping
 - a. Standard Agenda
 - b. 2017 Meeting Dates
 - c. Budget process
 - d. Log Cabin
13. Other Business
14. Adjournment

Recommendation:

Be It Resolved that the October 18, 2016 meeting be adjourned at _____ .

Attached –

Financial Report

Santa Claus Parade Draft Plan

Event Overview	Information	Outcomes
Event Name	The Creemore Santa Claus Parade	
Event Date	Saturday, December 3, 2016	
Event Time	1:30 PM	
Event Location	Starting at the public works yard and proceeding down Mill Street	
Committee/Event Chair	Fred Mills	
Committee Members	Laurie Wilson, Jenn Yaeck, Corey Finklestein Laurie Copeland	
BIA Support	Sara - treasurer	
Event Description	An annual parade down Creemore's main street	
Event Objective	Committee Objectives: want to run a safe parade for families to view and participant and volunteers to enjoy with funding from the community BIA Objectives: To reach out to all of Clearview to come to Creemore for a small town holiday experience.	
Target Market	Committee: kids and kids at heart, Creedan Valley,	
Desired Outcomes	Floats - 50, Attendees - Mill Street packed from foodland to creemore spring	
Budgeted Exp	\$4,450.00	
Budgeted Income	\$4,500.00	
P&L	\$50.00	
Volunteer Hours required	10	

Action Plan				
Desired outcomes	Actions	Owner	Due Date	Outcome
Ensure safety of the community	Mill Street Closure			
	Public education around parade safety			
	Engage St. John's Ambulance			
50 Floats	classified ad in the echo	Fred	november	
	contact past partipants			
	set up online registration and payment(?)	Sara	October 31	
Meet funding needs	Draft a budget	Fred and Sara		
	Get donations	Laurie		
Packed streets	Ads in the Creemore Echo	Fred & Corey		
	Update BIA website			
	Work with BIA and Clearview to create a far-reaching media plan			
Increase # of volunteers	committee to recruit and redistribute volunteers			

Budget Item	Value	Inkind	Budgeted	Actuals 2016
CCI Band	\$3,500.00	\$1,700.00	\$1,800.00	
St. John's Am	\$150.00		\$150.00	
Highlanders	\$1,000.00	\$200.00	\$800.00	
Ads	\$1,200.00		\$1,200.00	
Misc	\$150.00		\$150.00	
Banner	\$350.00		\$350.00	
			\$0.00	
			\$0.00	
			\$0.00	
Subtotal	\$6,350.00	\$1,900.00	\$4,450.00	\$0.00
Income		Target	Budgeted	Actuals 2016
CCF Hot dog sales		1700	1700	\$1,682.62
Corporate Sponsorship		1500	1500	
Floats (50x20)		1000	1000	
Donation or BIA		300	300	
Subtotal	0	4500	4500	\$1,682.62

Item	Objective/action	Target Market	Due date	Full cost	in-kind	Final Cost	Circulation	Owner	completed	notes
Print Materials										
						\$0.00				
Unpaid media submissions			Due date							
Community listing Clearview										
Community Listing Creemore Echo										
Community listing In the Hills										
Community Listing Sun Media										
Community listings in On the Bay										
Internal Communications										
Newsletter										
Mailchimp										
Website										
Paid ad submissions			Due Date							
Creemore Echo - insert of rack card into all postal papers						\$0.00				
				\$0.00	\$0.00	\$0.00				
Press release information			Due date							
Local - Creemore Echo, Stayner Sun										
Regional										
National										
Online Marketing/Social Media										
Websites										
Twitter										
Facebook										
email lists										
connect with Creemore BIA and Creemore Echo social media										
Total Costs						\$0.00				

Income/Expense Comparison by Category
1/1/2015 through 9/30/2016 (in Canadian Dollars) (Cash Basis)

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Category	1/1/2015- 9/30/2015	1/1/2016- 9/30/2016	Amount Difference
INCOME			
Income			
Bank Interest	66.79	53.39	-13.40
BIA Levy	20,000.00	20,000.00	0.00
Canada Day	0.00	232.00	232.00
Creemore Childrens Festival	0.00	10,487.22	10,487.22
Memberships	950.00	0.00	-950.00
Merchandise	0.00	402.50	402.50
Other Miscellaneous	54.95	0.00	-54.95
Santa Claus Parade	4,776.15	2,065.20	-2,710.95
Sponsorships	500.00	0.00	-500.00
TOTAL Income	26,347.89	33,240.31	6,892.42
TOTAL INCOME	26,347.89	33,240.31	6,892.42
EXPENSES			
Administration			
Accounting	165.00	68.75	96.25
Meetings	50.06	0.00	50.06
Other	28.00	0.00	28.00
Post Office Box Rental	150.00	156.00	-6.00
Supplies	25.50	0.00	25.50
TOTAL Administration	418.56	224.75	193.81
Creemore Children's Festival			
Advertising	0.00	1,754.97	-1,754.97
Entertainment	0.00	5,667.00	-5,667.00
Production Costs	0.00	1,086.25	-1,086.25
TOTAL Creemore Children's Festival	0.00	8,508.22	-8,508.22
Creemore Dollars	225.00	0.00	225.00
Events			
Advertising	652.50	0.00	652.50
Big Heart Days	1,100.00	0.00	1,100.00
Canada Day	546.25	500.00	46.25
Children's Festival	1,000.00	0.00	1,000.00
Christmas	150.00	0.00	150.00
Hallofest	0.00	0.00	0.00
Santa Claus Parade	123.20	382.58	-259.38
Summer Guide	166.00	166.00	0.00
TOTAL Events	3,737.95	1,048.58	2,689.37
Garbage			
Bin	1,113.95	613.83	500.12
Street Pickup	2,101.00	2,396.01	-295.01
Supplies	334.43	232.93	101.50
TOTAL Garbage	3,549.38	3,242.77	306.61
Maintenance			
Miscellaneous	74.10	0.00	74.10

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Income/Expense Comparison by Category
1/1/2015 through 9/30/2016 (in Canadian Dollars) (Cash Basis)

Category	1/1/2015- 9/30/2015	1/1/2016- 9/30/2016	Amount Difference
TOTAL Maintenance	74.10	0.00	74.10
Signs			
Billboard Rental	1,800.00	1,829.01	-29.01
Tourism Directional	5,179.65	333.00	4,846.65
TOTAL Signs	6,979.65	2,162.01	4,817.64
Streetscape			
Flowers	4,180.00	4,360.00	-180.00
Maintenance & Supplies	1,505.31	2,550.00	-1,044.69
TOTAL Streetscape	5,685.31	6,910.00	-1,224.69
Tourism			
Memberships	0.00	208.00	-208.00
TOTAL Tourism	0.00	208.00	-208.00
Website			
Design & Maintenance	1,000.00	35.00	965.00
Social Media Management	194.78	90.00	104.78
TOTAL Website	1,194.78	125.00	1,069.78
TOTAL EXPENSES	21,864.73	22,429.33	-564.60
OVERALL TOTAL	4,483.16	10,810.98	6,327.82