



## Creemore Business Improvement Area General Meeting MINUTES

January 24, 2017

7:00 p.m.

Creemore Springs Brewery

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

**Members Absent:**

**Staff Present:**

**Guests Present:** Jen Yaeck, Joan Gordon, Dave Huskinson, Nancy Johnston, Cheryl Robertson, Lee Anne Calvert, Pierre Marcoux, Heather Harding

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### 1. Call to Order

The meeting was called to order at 7:00p.m.

### 2. Approval of Agenda

Item/Recommendation: Approval of the January 24th Agenda	
Moved By: Corey	Seconded By: Laurie
Be it resolved the Creemore BIA Executive Board approve the January 24th agenda.	
Motion: Carried	

### 3. Disclosure of pecuniary interest and the general nature thereof

Corey Finkelstein is the Event Manager for the Creemore Valley Classics Car Show. He has declared a pecuniary interest for agenda item #6, Presentations – Car Show.

### 4. Approval of the Minutes of Past Meeting

Past meeting was the AGM. Approvals of the minutes are not required until the next AGM.

### 5. Business arising from the Approved Minutes

No discussion

## 6. Presentations:

### Terry Fox Run

#### **Representative: Leeanne Calvert**

- Date: September 12, 2017, 8:30am-12:30pm
- Road Closure requested, streets to be confirmed
- BIA to write an indorsement letter for road closure

### Car Show

#### **Representative: Corey Finkelstein**

- Date: July 15, 2017
- Road closure requested, Mill St. from Mad River Park to Wellington and Wellington West to the Legion
- Requesting an endorsement letter form the BIA

## 7. Streetscape

- Thom Patterson has requested a detailed drawing of plans for Caroline St.
- BIA would like to have input on the plans
- Flood reported on the corner of Caroline & Mill

## 8. Marketing

- Sara** -Ian Morrison agreed to volunteer to help with Social Media
- start thinking how to leverage off Canada 150
  - looking for committee members for Marketing
  - advertising: two ads running in Enterprise Bulletin for Christmas to draw people to Village

## 9. Treasurer Report

Item/Recommendation: to approve the budget with changes discussed	
Moved By: Corey	Seconded By: Jackie
Be it resolved that the Creemore BIA Board accept the recommendation to approve budget.	
Motion: Carried	

## 10. Administration and Governance

Nothing discussed

## 11. Other Business

### Parking

- Parking concerns on Caroline, across from the Echo, same cars parked all day every day preventing patrons to the new business to park
- Sara to create a letter with a friendly reminder of other parking options. A leaflet will be placed on windshields, an email sent out to business and a message in the Echo
- Sara to look into the parking by-law before Feb 1<sup>st</sup>.

### Community Events

- Thom will let the BIA know how to access funds from the Township
- Heather will e-mail Sara Murray at the town office to inquire about the Canada 150 funding opportunities and to meet with BIA to discuss other opportunities regarding community events.

### BIA Volunteer Committees

- Volunteer signup sheets for the Events, Marketing & Décor Committees
- BIA to email out a "Last Call" for volunteers

## 12. Adjournment

Moved By: Karen	Seconded By: Laurie
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Be it resolved that the January 24<sup>th</sup>, 2017 meeting be adjourned at 8:55pm  
Motion Carried.