



Creemore Business Improvement Area Board Meeting Minutes - Draft

June 13, 2017

7:00 p.m.

Station on the Green

Members Present: Jackie Durnford, Laurie Copeland, Sara Hershoff, Corey Finkelstein

Members Absent: Karen Gaudino

Guests Present: Heather Harding, Laurie Severn

1. Call to Order of the Board Meeting

The meeting was called to order at 7:10p.m.

2. Approval of Agenda

Item/Recommendation: Approval of the June 13 th Agenda	
Moved By: Sara	Seconded By: Laurie
Be it resolved the Creemore BIA Executive Board approve the June 13 th , 2017 agenda	
Motion: Carried	

3. Disclosure of pecuniary interest and the general nature thereof

No pecuniary interests declared

4. Approval of the Minutes of Past Meeting

Item/Recommendation: Approval of the May 9 th meeting minutes	
Moved By: Corey	Seconded By: Jackie
Be it resolved the Creemore BIA Executive Board approves the meeting minutes from the May 9 th meeting.	
Motion: Carried	

5. Public Participation

a) Bryan Davies

- Bryan brought forward the idea of a "Welcome Wagon" type initiative for new residents of our community
- looking for support from the Creemore BIA
- Creemore BIA will support with advertising

b) Laurie Severn – BIA Community Brochure

- money has been collected, brochure updated and in the hands of the brewery for approval
- would like to have the brochure on the street by July 1st.

6. Events

a) Creemore Children's Festival – Budget Report

Item/Recommendation: To accept the budget as proposed with changes discussed that was presented to the Creemore BIA	
Moved By: Sara	Seconded By: Jackie
Be it resolved that the Creemore BIA accepts the proposed Children's Festival Budget with a zero based budget as presented.	
Motion: Carried	

b) Founders Dinner

- Tickets sold out, oversold in fact.
- Recommended to have only 1 ticket outlet for next year
- BIA will put another call out for others to recognise individuals who have contributed to the Village of Creemore at the Founders Dinner

c) Event Survey Results

- 15 people responded to the "Bird Day" survey
- 13 people responded to the "Turas Mor" & "Vintage Festival" survey
- Survey results attached to minutes

Item/Recommendation: Creemore BIA to make post event surveys a standard procedure and to be distributed by the BIA	
Moved By: Sara	Seconded By: Jackie
Be it resolved that the Creemore BIA agrees to create and distribute a post event survey following festival and event weekends in Creemore	
Motion: Carried	

d) Canada Day

- Message to be sent out via the Creemore BIA Facebook page asking business who will be open on Canada Day

7. Marketing

- Spending money in the 4th quarter on Marketing

8. Treasurer

9. Street Scape

a) Trees

- Corey will follow up with Gerry Lemay regarding tree guards
- Sara and Corey will get in touch with Charlotte at the Horticulture Society to help with trees

b) Benches

- Corey reaching out regarding funding request for benches

c) Public Washrooms at Station on the Green

Item/Recommendation: For the Creemore BIA to write a cheque for \$250.00 to cover the cleaning of the Station on the Green bathrooms	
Moved By: Corey	Seconded By: Jackie
Be it resolved the Creemore BIA Executive Board agrees to write a cheque for \$250.00 to cover the cost of cleaning the Station on the Green bathrooms	
Motion: Carried	

d) Hop Planter Project

- \$180 for the Hops + \$346.00 for the planters, dirt will be donated
- 18 plants, 9 locations along the street
- This is covered under the streetscapes budget/flowers

e) Shed

- Owner of food land is ok with the BIA moving the shed
- Corey will follow up with the Township regarding moving the shed to the Fire Station

10. Other Buisness

a) Signage at Cash Town Corners

- Request a meeting with Mara Wilson at Clearview Township to discuss directional signage at cash Town corners

11. Adjournment

Be it resolved that the June 13, 2017 meeting be adjourned at 9:12pm	
Moved By: Jackie	Seconded By: Corey
Motion: Carried	

Creemore Children's Festival

Saturday August 5, 2017

Budget

		In-Kind	Cash
Reserve:			
	Left over from 2016		\$3,035.56
Revenue:			
	Corporate		\$9,100.00
	Personal		\$200.00
	Various local (includes Township & BIA)		
	Various local		
Other:			
	In-Kind Services	\$4,300.00	
	ads, graphics, social media, photography		
Total		\$4,300.00	\$12,335.56
Expenses:			
	Programming		\$9,550.00
	Marketing	\$4,300.00	\$3,500.00
	Event Costs		\$3,200.00
	staging, tents, portapotties, supplies		
Total		\$4,300.00	\$16,250.00
Balance			
	<i>promised to be fully recovered for a balanced budget</i>	0	\$3,914.44

