

Creemore BIA Executive Meeting
MINUTES

February 12th, 2018

7:00 p.m.

Members Present: Jackie Dunford (President), Corey Finklestein (Past President), Karen Gaudino (Secretary), Sara Hershoff (Treasurer)

Members Absent: Laurie Copeland (Vice President), Councillor Patterson (Council Representative)

1. Welcome

The Chair called the meeting to order at 7:02 p.m.

2. Approval of Agenda

The Board added the following items to the agenda under “New Business”:

- i) Committee Coordinator – Mark Evely
- ii) Creemore Valley Classics Car Show – July 14, 2018

Resolution:

Moved by Sara Hershoff, Seconded by Corey Finklestein, Be It Resolved that the Board hereby approve the February 12th, 2018 Agenda as amended.

Motion Carried.

3. Disclosure of Pecuniary Interest

Corey Finklestein declared a pecuniary interest in item 10(ii) as he coordinates the Creemore Valley Classics Car Show.

4. Approval of Minutes of the Previous Meeting

Deferred as the previous minutes were not provided to the Committee Coordinator.

5. Public Participation

Dave Huskinson addressed the Board regarding the Creemore Valley Classics Car Show, the Committee Coordinator, and the Creemore BIA Constitution.

6. Events

i. Valentines Day and Family Day Weekend Activities

The Board discussed possible activities for Valentines Day and Family Day Weekend in 2019. The Chair mentioned that the Board collaborated with the Arts and Heritage Society for this year’s event.

The Chair added that the Board should continue using social media as its main form of marketing as it is affordable. The BIA also submitted an advertisement to the Creemore Echo showcasing this year's festivities, free of charge. The BIA is encouraging businesses to communicate with the BIA regarding upcoming events. The events will be added to the BIA Facebook page.

7. Marketing

Deferred to the next meeting as not enough members were in attendance.

8. Treasurer

i. Treasurer's Report

The Board discussed the 2017 finances. The Treasurer informed the Board that the year end reports are in the process of being audited by the Township.

The Treasurer also suggested that the BIA pursue online viewing access of bank accounts, considering the recent closing of TD Bank in Creemore.

Resolution:

Moved by Jackie Durnford, Seconded by Corey Finklestein, Be It Resolved that the Treasurer discuss getting online viewing access for the BIA account from Clearview Township.

Motion Carried.

9. Other Business

i. Canadian TODS Contract – Tourism Directional Signing

The Treasurer also informed the BIA that there is left over funds in the marketing budget and suggested it be spent on an advertisement sign. The Board debated the location of the sign and decided to suspend the decision until next meeting. Karen Gaudino stated she will do a sign audit to see where current signs are located.

ii. Signing of the BIA Constitution

The Board received the BIA Constitution from the Clerk for the President and Past President to sign.

iii. Report on Event By-law with Clearview

The Board discussed their next step to pursuing a by-law change. The Board is requesting that the Township require an event permit for all events happening on Municipal land. Members also highlighted improved communication between the BIA and Township would benefit event operation and business continuity. Sara Hershoff plans to contact Terry Vachon, General Manager of Parks, Recreation, and Culture, to pursue further clarification on this issue.

Members have informed the President they do not have access to the BIA email.

iv. Set up 2018 Meeting Schedule

The Board agreed to meet on the Third Tuesday of each month at 7pm at Creemore Station on the Green.

Resolution:

Moved by Sara Hershoff, Seconded Karen Gaudino, Be It Resolved the Board agrees to meet on the Third Tuesday of each month at 7pm at Creemore Station on the Green.

v. Workshop Proposal – Discuss 2018 Calendar of Events and Actions

The BIA will have a shared google calendar so all members can see when events are taking place. The Board also plans to use this calendar to help coordinate team workshops, particularly for marketing and décor, streetscape, and events. The next team workshop will be March 6th at 7pm, at the Creemore Brewery.

10. New Business

i. Committee Coordinator – Mark Evely

The Committee Coordinator discussed his role with the BIA.

ii. Creemore Valley Classics Car Show – July 14, 2018

Corey Finklestein discussed details of his upcoming event, the Creemore Valley Classics Car Show, which is planned for July 14th, 2018 from 10am to 3pm. Corey would like to partner with the BIA to help improve operation and bring in more spectators. Corey informed the BIA that they had 700 registrations and 200 people who did not show in 2017. Corey will bring partnership proposal to next BIA meeting for finalization.

CF will bring forward partnership proposal for the next meeting.

iii. BIA National Conference

Sara Hershoff informed the Board of the BIA National Conference being held April 15-18 at the Collingwood Conference Centre. Karen Gaudino will inquire about possible discounts.

Adjournment

Resolution:

Moved by Sara Hershoff, Seconded by Corey Finklestein, Be It Resolved that the February 12, 2018 meeting be adjourned at 8:44 p.m.

Motion Carried.

| <u>Task</u> | <u>Member in Charge</u> | <u>Completion Date</u> |
|--------------------|--------------------------------|-------------------------------|
| Sign audit | Karen Gaudino | March 20, 2017 |

Date Minutes Approved: _____

Jackie Durnford, Chair

Mark Evely, Committee Coordinator