

**Creemore BIA Executive Meeting**  
**MINUTES**

March 20<sup>th</sup>, 2018

6:00 p.m.

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**Members Present:** Jackie Durnford (President), Sara Hershoff (Treasurer), Laurie Copeland (Vice President), Councillor Paterson (Council Representative)

**Members Absent:** Corey Finklestein (Past President), Karen Gaudino (Secretary)

**Guests:** Terry Vachon (General Manager Parks, Culture, and Recreation), Amanda Murray (Community Culture and Tourism Coordinator), Councillor Measures, Councillor Bronée, Heather Harding, Tammy Gill (Human Resources Manager), Laurie Severn, Dave Huskinson, Pattie Cleary

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**1. Welcome**

The Chair called the meeting to order at 6:09pm.

Dave Huskinson will be recording.

**2. Approval of Agenda – March 20, 2018**

Resolution:

Moved by Sara Hershoff, Seconded by Laurie Copeland, Be It Resolved, that the Board hereby approves the March 20, 2018 agenda as presented.

Motion Carried.

**3. Approval of Previous Minutes – February 12, 2018**

Resolution:

Moved by Sara Hershoff, Seconded by Laurie Copeland, Be It Resolved, that the Board hereby approves the February 12, 2018 minutes as presented.

Motion Carried.

**4. Declarations of Pecuniary Interest**

No interest was declared.

**5. Financial Report**

Sara informed the Executive that the BIA received an unexpected donation of \$10,000 from the Creemore Brewery. As a result, the BIA had a workshop to revise the budget. Over \$7,000 has been allocated for events and activities. Events which received

increased funding are those which have an overall impact for the BIA and the community. The Vintage Festival received an increase of \$1000.00. The Santa Claus Parade also received an increase. The remaining funds has been dispersed throughout existing events and those being developed.

The revised budget will also include a new total of \$8425.00 for marketing platforms. The marketing team will handle the adjustment in planning.

The only BIA spending in 2018 has been \$1171.38 for seasonal décor.

Resolution:

Moved by Sara Hershoff, Seconded by Laurie Copeland, Be It Resolved that the Board accept the revisions to the 2018 budget as outlined.

Motion Carried.

**6. Stop Gap**

Tammy Gill, Human Resources Manager, Councillor Bronée, and Councillor Measures discussed details of the StopGap campaign on behalf of the Accessibility Advisory Committee with the BIA. The BIA referred to financial details. Sara explained that the BIA has \$11,000 in streetscape budget. There would need to be financial projections to ensure the budget is appropriate for the project.

Councillor Bronee outlined the value of the project and the benefits it brings to the community. Councillor Measurers informed the BIA they would be able to assist with accessibility audits for stores in the community.

The BIA agreed that they would send out a survey to their members regarding a storefront audit.

**7. Mill Street Parking**

Councillor Paterson informed the BIA that there has been growing concern about parking along Mill Street in downtown Creemore. He added that the Ministry of Transportation recommends parking spaces be at least 9 meters back from the intersection. In efforts to promote safety in downtown Creemore some parking spots may need to be removed. Revisions would include a loss of 10 parking spaces.

The BIA debated alternative designs to available parking spaces downtown Creemore in efforts to avoid the loss of 10 parking spaces. The BIA agreed that Councilor Paterson will put together a survey available for distribution to the membership, upon approval.

**8. BIA Membership List**

Councillor Paterson wanted to clarify details regarding the sharing of personal information. The BIA will review its membership distribution of information policy.

**9. Mill Street Side Walk Safety**

Councillor Paterson informed the BIA that the Township is advising merchants in Creemore avoid salting their own walkways due to the inconsistency. The BIA agreed that this is not their responsibility as each business has their own insurance policy. Councillor Paterson also informed the Board that the Township will be doing a sidewalk sweep by April 18, 2018.

**10. Streetscape Update**

These items will be deferred to the next meeting.

**11. Tree Cages**

Councillor Paterson informed the Executive that all cages need to stay on, except for three trees throughout Creemore. He added that he plans to go to Council to request that maintenance to existing cages is done by the Township and comes out of the their budget.

**12. Flowers and Planters Update**

These items will be deferred to the next meeting.

**13. Marketing Update**

These items will be deferred to the next meeting.

**14. Road Closure Requests**

The BIA brought forward two reports to council regarding two road closure requests.

The BIA discussed details of the reports and clarified final measurements.

**Resolution:**

Moved by Sara Hershoff, Seconded by Councillor Paterson, Be It Resolved that the Board approve the road closures for Cycle for Sight, the Copper Kettle Festival, Turas Mor, and Copper Kettle Classics events.

Motion Carried.

**15. Public Participation**

Amanda Murray, Terry Vachon, and Mark Evely introduced themselves as Township staff. Pattie Cleary informed the membership that French Economic Development Committee of Ontario is hosting a marketing campaign known as Route Champlain which has Creemore as a place of mention for their visitation recommendations. She added that the Committee will support any translation needs up to 2,000 words.

**i. Creemore Legion**

Norm Nordstrom discussed details of the Canada Day event in the community. The BIA and the firefighters will be playing road hockey in front of the Legion. Norm requested funding from the BIA. He added that the magician and fireworks have been purchased for the event. The Canada Day Event funding jars at the businesses in Creemore have raised almost \$1400.00. Norm informed the BIA that he hopes to raise \$10,000.00 for this year's event.

**ii. Creemore Children's Festival**

Laurie Copeland discussed details of the Children's Festival with the membership. She asked the membership if there were any recommendations or concerns for the event on August 4, 2018.

**iii. Father's Day**

Jackie Durnford explained the purpose of this event and her motivation to support this holiday. She wants a day to celebrate good men and good fathers. She continued to explain the overview and goals of the event. She also noted planned events for the day including, a Lumberjack show, a craft beard workshop, a mini car show, and chainsaw carving. The event will be held on June 17, 2018. Sara Hershoff added that this will be a BIA event which will use their funds to support its operation. It was added that the Legion also holds a Father's Day breakfast. Jackie added that the BIA will be applying for a road closure.

**iv. Vintage Festival**

Laurie Severn discussed details of the vintage festival. She informed the membership that she will be looking for BIA support. Tents and booths will be set up along Caroline Street. She added that the Festival will include a roaming fashion show to showcase vintage clothing. This Festival will be hosted on the same day as Turas Mor. More information will be provided to the membership soon. This will be a rain or shine event and no refunds will be provided to vendors. Heather Harding added that once details are finalized this can be added to the Turas Mor marketing plan.

**v. Copper Kettle**

Heather Harding, on behalf of the Creemore Brewery, informed the membership that details are being developed for the event. The event will be hosted on August 25, 2018.

**vi. Turas Mor**

Heather Harding discussed details of the event with the membership. The road closure permit has been obtained from the Township. Currently there are 160 people registered. Start and finish line will be right outside of the brewery. Average of 3 people per rider attended the event which brought an influx of business to Creemore in 2017. Event

should be concluded by 5:00 pm. Parking will be available in the back parking-lot and on the side streets. The event will be held on May 26.

Amanda Murray informed the membership that the Township has many non-permanent parking signs which can be provided for events throughout Creemore.

Concerns were raised regarding washroom availability on the event days.

**vii. Cycle for Sight**

Heather Harding informed the membership of details about the event. It is a charity event for a foundation fighting blindness. The date is June 23, 2018. A third-party will set up for the event. The event is expected to commence at 9:00am. Road closure is requested from 5:00am until 6:00pm.

**viii. Easter Initiative**

Emily Fischl and Darcy Que discussed details of the Easter event, including the Easter egg hunt involving all the Creemore businesses. This will be available on the Creemore Facebook page and their own website. The event will be commencing at 10am on March 31, 2018.

**ix. Bird Day and PHAHS Art Festival**

Sara Hershoff discussed details of the event with the membership. She expressed gratitude to the membership for their support and feedback for Bird Day. She added that she would love to get feedback from businesses regarding artists visiting their businesses during the Festival. The PHAHS Art Festival will be on September 29-30<sup>th</sup>.

**x. Horse Hound and Harvest**

Andy Bite informed the membership of details for the event. It is requested that the membership be ready for an influx in traffic.

**xi. Creemore Kettle Classics**

Laurie Copeland discussed details of the event with the membership. She added that it is not a BIA event. It has been requested that this become a BIA event. The event is being expecting 500 to 700 car registrations and over 5000 guests.

**xii. Small Halls Festival 2018 and Tourism Clearview**

Amanda Murray informed the membership that the Festival is celebrating its 5<sup>th</sup> year. She added that it is a township-run festival and staff is working with the Hall Boards to operate this Festival. The membership was also informed that the Festival received an award of \$21,000.00 from the Ministry of Sport, Culture, and Tourism for the Festival's successes. Thus far there is 8 participating Halls for 2018. It is also considered a top

100 Festival by the Government of Ontario. She concluded by notifying the membership of free printing opportunities.

16. **New Business**

No items.

17. **Adjournment**

Resolution:

Moved by Sara Hershoff, Seconded by Laurie Copeland, Be It Resolved that the meeting adjourned at 8:31 pm.

Motion Carried.