



## **Creemore Business Improvement Area EXECUTIVE MEETING AGENDA**

### **Minutes**

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17 April, 2018 at 7:30 pm  
At Station on the Green, 10 Caroline St. E, Creemore, L0M 1G0

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#### **1. Call to Order – Jackie Durnford at 7:35 p.m.**

a. In attendance –

i. **Public** - Dave Huskinson, darci and emilie que, Marcy Stewart, Denise Kackeravich, Nancy Johnston

ii. **BOD** - Corey Finkelstein, Laurie Copeland, Thom Paterson, Jackie Durnford, Sara Hershoff

#### **2. Approval of Agenda**

1. Moved by Corey, Seconded by Laurie – all in favour, approved.

#### **3. Declarations of pecuniary interests and the general nature thereof.**

1. None

#### **4. Approval of the minutes of past meeting**

##### **1. Items for correction –**

i. ensure all reference to the Car Show are entitled Creemore Valley Classics and that it has been requested that it be a BIA Sanctioned event.

ii. Include Mark as an attendee and the creator of the minutes

2. Be it resolved that the minutes of the March meeting be approved with the corrections as stated. Moved by Corey, Seconded by Laurie – all in favour, approved.

#### **5. Business arising from the approved minutes**

1. Thom Paterson reported that there will be snow removal at 3 a.m. on April 19 and that tree cages have been remove

## **6. Public Participation**

1. Dave Huskinson raised a concern on the BIA website

This concern is shared by the BOD and Sara and Corey agreed to put together a temporary website to ensure that events are promoted and grant requirements are met.

## **7. Events Report**

1. Father's Day - overview shared by Jackie - \$2000 raised to date
2. Vintage Festival – an report has been received by the president but chair was not present to share this.
3. Easter – thanks were extended to Darci and Emily for their work on Easter. Excellent feedback from members - See attached survey.
4. Children's Festival – Laurie requested the support of the BIA for a grant application
  - i. Be it resolved that the Creemore BIA BOD supports the Creemore Children's Festival Committee application for the RTO7 Social Media Implementation Plan. Moved by Laurie, Seconded by Jackie – Approved.

## **8. Marketing Report**

1. There is a rack card in progress

## 9. Treasurers Report

		2018 Budget Approved	2018 Budget Revised	2018 to April 1
	Interest Income	\$200.00	\$200.00	\$205.03
	BIA Levy	\$20,000.00	\$20,000.00	\$5,000.00
	Canada Day Donations			
	Fundraising			
	Grants			
	Donations/Sponsorship		\$10,000.00	\$10,000.00
	non-member support			
	Merch/Misc	\$50.00	\$50.00	\$50.00
<b>General Income</b>		<b>\$20,250.00</b>	<b>\$30,250.00</b>	<b>\$15,255.03</b>
	Santa Claus Parade - Fred	\$3,500.00	\$3,500.00	
	Children's Festival - Laurie C	\$12,000.00	\$12,000.00	
	Special event 1 - 2017 Bird Day/ 2018 Vintage Fest			295
	Special event 2 - 2017 Founders Dinner			
	Special Event 2018 - Fathers Day	\$3,500.00	\$3,500.00	
<b>Event Income</b>	<b>Total</b>	<b>\$19,000.00</b>	<b>\$19,000.00</b>	<b>\$295.00</b>
<b>Total Income</b>		<b>\$39,250.00</b>	<b>\$49,250.00</b>	<b>\$15,550.03</b>
<b>Total Expenses</b>		<b>\$64,175.00</b>	<b>\$76,675.00</b>	<b>\$3,308.93</b>
<b>P&amp;L</b>		<b>-\$24,925.00</b>	<b>-\$27,425.00</b>	<b>\$12,241.10</b>
<b>Admin</b>	<b>Sara</b>			
	Accounting			
	Meetings	\$375.00	\$375.00	
	Memberships OBIAA/GTTA	\$710.00	\$710.00	
	PO Box Rental	\$165.00	\$165.00	\$166.00
	Supplies	\$50.00	\$50.00	

	Other			
	Admin	\$1,300.00	\$1,300.00	\$166.00
Events				
	Coop Advertising - Canada Day, PHAHS, Horse and Hound, Car Show, Market	\$500.00	\$3,000.00	
	Vintage Festival - Laurie S.	\$2,000.00	\$3,000.00	
	Canada Day - Bike Parade - Corey to find new lead?			
	Children's Festival - Laurie C.	\$15,000.00	\$15,000.00	\$325.00
	Christmas/Window Reveal/Tree lighting food -	\$2,500.00	\$5,000.00	
	Copper Kettle Fest			
	Santa Claus Parade - Fred	\$5,000.00	\$5,000.00	
	Bird Day - Sara		\$150.00	
	Founders Dinner			
	Easter - darci		\$700.00	\$615.00
	2018 Special event - Fathers' Day- Jackie	\$2,000.00	\$3,000.00	
	Events	\$27,000.00	\$34,850.00	\$940.00
Garbage	Karen, Corey, Thom,			
	Labour	\$2,500.00	\$2,500.00	210
	Disposal Bin	\$1,400.00	\$1,400.00	263.07
	Supplies	\$450.00	\$450.00	33.99
	Garbage	\$4,350.00	\$4,350.00	507.06
Misc Maint.	Board			
	Misc			
	Station			
	Log cabin and Jail	200	200	
		200	200	0
Signs	Board			
	Billboard - rental space			

	Signs - TOD	350	850	
	Billboards - replacement - Corey	1000	1000	
	Signs	1350	1850	0
Streetscape	Corey, Karen, Paul, Thom and Nancy			
	Infrastructure - Corey, Sara	11250	11250	
	Maintenance & Supplies - Corey	3500	3500	
	Flowers - Jackie	4350	5500	
	Seasonal decor - Jackie	5650	5650	1395.87
	Streetscape	24750	25900	1395.87
Marketing				
Website	Domain/Server fees	250	250	
	Design & Maintenance	4500	4500	
	Social Media	175	175	
	Campaign - Marketing Committee	500	3500	300
		5425	8425	300
Totals EXPS		\$64,175.00	\$76,675.00	\$3,308.93

The treasurer also shared an overview on financial and reporting expectations with the board and event organizers as follows:

**Report on Expenses and Payouts - for the information of the board and members**

It is the duty of the BIA board of directors to carefully allocate and monitor spending to best serve our membership. The BOD directors must operate in compliance with Clearview procedures and must be very careful to avoid both real and perceived conflict of interest. In order to do this the expectations for all BIA spending must be very clear to the BOD and all committee members. To ensure this clarity the treasurer puts forth the following report for the board:

**It is the understanding of the treasurer that all costs for good and services are to be paid upon receipt if they are:**

- expressed in the annual budget approved by the BOD
- captured within a sub-committee plan approved by the BOD
- brought to the board for consideration and passed by resolution of the BOD

Expenses received but not pre-authorized by the BOD in one of these three methods outlined above be brought forward to the BOD for consideration before payment is issued by the treasurer. This ensures the BIA does not pay for things without the knowledge or agreement of the BOD.

Individual BOD or committee members entering into a purchase without prior approval must be aware that the BOD may refuse to cover the expenditure if it is not in keeping with the will, or the ability of the board to assimilate the cost.

The treasurer will work closely with all committees and individuals to facilitate budgeting and tracking as required.

Should costs for an activity or event exceed the budgeted amount the treasurer should be made aware of this immediately by the person managing the expenditures and the treasurer must bring the concern to BOD as soon as possible for consideration.

Expenses are best submitted as an invoice of the service provider made out to the Creemore BIA and sent to the treasurer via email at [sara@creemore.com](mailto:sara@creemore.com) or mailed to the BIA box 2062, Creemore, L0M 1G0.

It is understood that BIA members may on occasion have to pay out of their pocket and submit the costs to the treasurer. The treasurer has expense reimbursement forms available to aid in these submissions. All submissions must be accompanied by a receipt.

### **Info For event organizers:**

1. Please ensure that all cash or cheques for the BIA comes to the treasurer. Cheques are payable to Creemore BIA. Depositing all money makes it much easier to track things and is requested by Clearview.
2. It is best for us to receive an invoice to the Creemore BIA, Box 2062, Creemore, ON, L0M 1G0 or emailed to [sara@creemore.com](mailto:sara@creemore.com) and for me to pay directly via cheque.
3. If invoicing is not possible please submit your receipts and you will be refunded. Please ensure that any receipts have ONLY BIA exps. as requested by Clearview. An expense reimbursement form standard for all Clearview boards is available from the Treasurer. Staple your receipts to this and submit.
4. The treasurer will monitoring expenses and income and keep you posted on how you are doing as you go. It is suggested that you as the event coordinator do so as well. If you are not on target with your budget (both income and costs) it is VITAL that the board of directors be notified. Current Clearview policy states that as treasurer I cannot pay for things not approved by the board so I am unable to extend payments after the allocations on our annual budget have been met without a resolution from the board. If there is a shortfall in revenue we will also need to be aware of this for planning purposes.
5. At the end of your event the treasurer will provide a completed event spreadsheet for review to ensure that all income and exps and allocated it all properly. Event organizers are encouraged to track the event too. A standard reporting tool provided by Clearview is available from the treasurer.

**Be it resolved that the Treasurer's report be received for information.**

Moved by Laurie, Seconded by Corey, Approved.

**The next meeting is to take place the 3<sup>rd</sup> Tuesday in May at 7 pm at Station on the Green**

**1. Adjournment**

- a. Moved by Jackie, Seconded by Corey, Approved.

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Jackie Durnford, President

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Cayla Reimer, Committee Coordinator