



Call to Order

The Executive Meeting of Strathroy's BIA was virtually called to order on August 11, 2021 at 8:03 am.

Attendees

Voting members in attendance included Robin Tiller, John Pammer, Sue Looman, Marie Baker and Demetri Makrakos. **Regrets:** Chris Traczuk, Jerrika Geneau

Guests:

Approval of Minutes

Motion 21-08-31 was made by Demetri Makrakos to accept the minutes of July 14, 2021 meeting. Sue Looman seconded. All in favour. Carried.

Actions/Main Motions

CTV contracts

We have 13 of the 15 contracts back including their post-dated cheques. Justin has been in touch with everyone and it is going well.

Proposed new office space

No update.

Email migration

No update.

Update on Farmers Market

Chris was not in attendance so no update was provided.

Dickens Dollars

Demetri has a meeting tomorrow to finalize numbers. No update and no further discussion necessary on this.

Fansave

No update.

Update on empty Board Seats

No update.

Liability insurance for BIA Board Members

It is understood that we are covered under the municipal umbrella, but Demetri will confirm with the CAO. Ongoing.

Treasurer's Report – Sue explained the budget to actual report that she submitted to the Board for review.

Motion 21-08-32 was made by John Pammer to accept the financial report as reported. Seconded by Marie Baker. All in favour. Carried.

Promotions Report – Chris was not at the meeting.

Communications Report – Jerrika is starting to interview some of the BIA businesses. She has been considering social media give aways to encourage more social media interaction. She also suggested having a scavenger hunt, but is not sure what the rules are around this with respect to COVID. The Board agreed to support promoting businesses who want to do give aways through social media.

Beautification Report – John had another discussion with the Community Services Department and there is concern with the poles being sufficient to hold double hung planters. They will be doing a walk about next Thursday, August 19th at 1 pm to take a look at what can be done. At that time, we will be finalizing the number of planters needed for the Christmas season. John will be discussing with Thuss if they are interested in decorating our Christmas urns. Marie suggested contacting the Horticultural Society to see if they might be interested in assisting with this as well. Marie located an email to contact them.

Business Advocacy Report – Demetri intends to coordinate something in September for a fall workshop.

Security Committee Report – We now have an excel spreadsheet in place that tracks when and where graffiti is happening. The most recent tagging was on a bunch of Municipal properties that were tagged with a thumb. No updates have come from William.

Other Business

BIA Promoter

Demetri will take a list of participants and go around and ask them about whether or not they see value in continuing this. Following this, we share the information by email and make a decision by the end of August.

Fall event?

Jerrika and Chris have been talking and someone met with Rob but no one at the meeting knows anything further. The Municipality is prepared to participate if something gets off the ground. Discussion ensued around the limited amount of resources and time to dedicate to a fall event, especially with covid still circulating. Our focus will be on the Downtown Victorian Christmas.

Next Meeting(s)

Communications Committee: Wednesday, August 18, 2021 at 9:00 am.

Executive Meeting: Wednesday, September 8, 2021 at 8:00 am.

Adjournment

Motion 21-08-33 was made by Demetri Makrakos to adjourn the meeting at 8:39 am. Sue Looman seconded. All in favour. Carried.