



Call to Order

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

Attendees

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

Guests:

Approval of Minutes

Motion 21-09-34 was made by Demetri Makrakos to accept the minutes of August 11, 2021 meeting. Sue Looman seconded. All in favour. Carried.

Actions/Main Motions

CTV contracts

We have 14 of the 15 contracts back including their post-dated cheques. We still have one outstanding payment from last year and we are not getting any response from that party to date.

Proposed new office space

Early next year, construction will begin on the space next to Denning's, which the Municipality owns where we will be able to utilize some space for meetings.

Email migration

Robin is still struggling with this. There was no crossover with the municipal IT. She will try to get it done on the BIA computer.

Update on Farmers Market

They have not had a meeting since the 2nd weekend of the market. They have cancelled the rest. We have had no complaints from merchants.

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 – The financial statement was circulated. There are no changes from last month.

Motion 21-09-35 was made by John Pammer to accept the financial report as presented. Seconded by Chris Traczuk. All in favour. Carried.

Promotions Report – Chris is looking at some ideas for late in the fall, but he is looking to see how the vaccination passport rollout goes and how the logistics of it will go.

Communications Report – Jerrika was not at the meeting. So no report was presented.

Beautification Report – John had a walk about on Thursday, August 19th at 1 pm to take a look at what can be done. There are 19 planters for the Christmas season. John has been in touch with the Horticultural Society and they are interested in helping to decorate. John is talking with Thuss about what we can purchase as far as Christmas decorations for the planters. John suggested that we have a contest for our downtown businesses to decorate their storefronts with floral decorations. John asked Rob for an inventory of all the Christmas decorations and he is waiting for this. John is suggesting bows on all the light standards. There are 6 new poles in the new planters along Caradoc Street that will require some decoration. Chris offered to help John in selecting some decorations to come up with a plan and costing of what we want and present this to Rob.

Business Advocacy Report – No progress on the fall workshop. No updates as we are waiting to see how the September 22 vaccine passport rollout goes.

Security Committee Report – We have only had two reported incidents of graffiti since we introduced the spreadsheet for tracking. Those incidents involved multiple tags (15-20).

Other Business

BIA Promoter

The survey resulted in us ending this program.

Victorian Christmas

Donna Pammer has formed a committee. We have set aside \$5000 in the budget for this. This committee would fall under promotions. Chris will touch base with Donna before our next meeting (Oct 13) to find out what they are proposing.

Next General Meeting will be in 2022

Local Business Promotion Banner

John mentioned a banner that he saw in downtown Oakville in his travels this summer that would be a great idea to promote local businesses. It was also suggested that next year we apply for a Canada Summer Jobs program to hire a student to do BIA social media. We should be applying for more grants next year.

Next Meeting(s)

Communications Committee: Wednesday, September 15, 2021 at 9:00 am.

Executive Meeting: Wednesday, October 13, 2021 at 8:00 am.

Adjournment

Motion 21-09-36 was made by Demetri Makrakos to adjourn the meeting at 9:00 am. Sue Looman seconded. All in favour. Carried.