



Call to Order

The Executive Meeting of Strathroy's BIA was virtually called to order on July 14, 2021 at 8:05 am.

Attendees

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

Guests:

Approval of Minutes

Motion 21-07-28 was made by Demetri Makrakos to accept the amended minutes of June 9, 2021 meeting. Robin Tiller seconded. All in favour. Carried.

Actions/Main Motions

CTV contracts

We have 15 participants and we have 12 of the 15 contracts back including their post-dated cheques.

MYFM Contracts

We did not renew as we have nothing to promote at the current time.

Proposed new office space

No update.

Email migration

Robin was told it would take about 4 hours to move at \$120/hr

Update on Farmers Market

Chris was not in attendance so no update was provided.

Dickens Dollars

We have collected \$73,800 so almost all of it has been submitted for reimbursement. Demetri had sent out information to the public that they expired June 30th. He also has posted that the

program is now complete. We will send out an email to our businesses trying to recoup the remainder of the outstanding dollars.

Fansave

Sue is still trying to sort this out.

Update on empty Board Seats

No real updates but discussion ensued about moving from Zoom to in-person meetings. As we do not have a physical space to meet right now, we agreed to continue with the Zoom meetings now.

Liability insurance for BIA Board Members

It is understood that we are covered under the municipal umbrella, but Demetri will confirm with the CAO when he returns from vacation.

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

Motion 21-07-29 was made by Demetri Makrakos to accept the financial report as reported. Seconded by John Pammer. 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 a meeting with Rob Lilbourne and they were trying to test doing a double hanging pot, but we couldn't get the plants as they have to be ordered in advance. It was determined that this can be done with the addition of some more hardware. John will work on finding out how many poles are able to support double hung baskets and then get a quote for the hardware and additional flowers to bring forward to the committee for consideration. John also asked about Christmas decorations and whether or not we want to update or improve that. Robin indicated that we have explored this in the past, but it was cost prohibitive to do so. Demetri sent some information to John for him to review and suggested that he have a meeting with Rob and his team to find out what their plans are for the Christmas season.

Business Advocacy Report – As we start opening up, do we want to start doing workshops again? If anyone has any ideas, please let Demetri know. Perhaps we might be able to start "Business Breakfasts" again in October. Perhaps a topic could be doing business in a post covid era.

Security Committee Report – Demetri sat in on a meeting with Community Services Dept and a couple of members of our local police service. The municipality can only deal with what is on public property. The municipality cannot control the cable, Bell and Rogers boxes. Profanity is tried to be removed within 2 days and the rest is handled within 5 days. The police suggest that private businesses take photos of the graffiti and the date it occurred and send it to the police before removing it. This gives the police the chance to start building a database of what is happening, when and where. The police are aware that most of this is being done by 3 or 4 individuals, but they have to catch them in the act. It would be helpful to share with the businesses the resources for removal and ensuring that they track the incidents.

Other Business

BIA Promoter

The program expires at the end of August and we need to determine whether or not we are willing to take it over. Discussion ensued about the value of having a 3rd party involved or whether or not the businesses are the best promoters of their own enterprise through social media etc. Robin will gather some data on the uptake and success for our next meeting before we make a final decision. The cost to continue with the program would be \$150/month and we would have to manage it ourselves.

MYFM “All Hands on Deck Food Drive”

The Board agreed that we would not be financially sponsoring this event.

Fall event?

Feast on Front?, Friday Night Lights?, Live music? This is a large undertaking that will involve multiple people. Demetri will talk to Rob Lilbourne to see if the Community Services Department would be on board to lend a hand. Robin will speak with Chris about his Oktoberfest idea. We may want to reconvene for a special meeting to discuss just this topic before the end of July.

Next Meeting(s)

Communications Committee: Wednesday, July 21, 2021 at 9:00 am.

Executive Meeting: Wednesday, Aug 11, 2021 at 8:00 am.

Adjournment

Motion 21-07-30 was made by Demetri Makrakos to adjourn the meeting at 9:24 am. Jerrika Geneau seconded. All in favour. Carried.