



### **Call to Order**

The Executive Meeting of Strathroy's BIA was virtually called to order on June 9, 2021 at 8:04 am.

### **Attendees**

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

**Guests:** Frank Emanuele – Strathroy Pride; William Samplonious – H & N Services

### **Strathroy Pride**

Frank gave a presentation about their organization and they have a presence at the Market this year and they are waiting for stores to open and hopefully they will display one of their window decals that promote inclusivity. They also provide safe space training for our businesses. They will be raising their flag on July 10<sup>th</sup>. This year is all about awareness. Next year they hope to be back in the park with a BBQ and activities celebrating Pride month. They can be contacted at [strathroypride@gmail.com](mailto:strathroypride@gmail.com)

### **Approval of Minutes**

**Motion 21-06-24** was made by Demetri Makrakos to accept the amended minutes of May 12, 2021 meeting. Chris Traczuk seconded. All in favour. Carried.

### **Actions/Main Motions**

#### **General Manager position discussion and update**

BIA phone goes to Downtown Strathroy email account as a voice message. Sue has interest from 16 parties for ads. She will try to get the number up to 18 as they are purchased in blocks of 3, but if not, we will do the other 2. It was suggested that we run ads on CTV Kitchener as well as CTV London. This will give us double the bonuses. Discussion ensued about the value in advertising on both and it was unanimously decided that this would be good value for money. Sue will explain this when sending out the contracts.

#### **Graffiti in the downtown**

William Samplonious joined the meeting to discuss his issues with the increasing amount and boldness of graffiti in the downtown area. He feels that the taggers are turning it into a game and seeing what they can get away with. William feels that we need to get a few decision-makers together to come up with a solution. He has sent his correspondence to the Mayor, the Chief of Police and to Rob Lilbourne, Director of Community Services. William offered to put his name forward to participate in the Security

Sub-Committee portfolio on the Board. It was suggested that we ask the police service for a member to sit on that sub-committee to assist with this issue and other security issues downtown.

**Motion 21-06-25** was made by Sue Looman to appoint Demetri Makrakos to Chair the Security Committee. Marie Baker seconded. All in favour. Carried.

William Samplonious joined the committee and Demetri advised that we send correspondence to the SCPS with the agenda of the committee and time commitment to see if they could dedicate a member to participate.

### **MYFM 2021 Contracts**

Discussion ensued about how to approach radio ads when we don't specifically have any promotions going on. Instead of purchasing a block of ads, it was suggested that we just make a specific purchase for ads when we have something to promote (i.e Victorian Christmas).

### **Proposed new office space**

No updates.

### **General Meeting Review**

We need to get the invitation out to members sooner the next time and the meeting was a bit too long. We need to do a campaign to update our contact information once our businesses are open again so that we can get a better information distribution list.

### **Farmers Market**

Next meeting is tomorrow. So far attendance has been great and they are looking forward to when businesses open up, expanding on Frank Street up to Front Street. They are currently operating with just 50% of their vendors. Demetri suggested that BIA restaurants might be able to set up outdoor tables in a parking spot during the market where people could dine outside at their establishment. Chris suggested that it would likely be required for those restaurants to purchase a spot, but he would bring this up at the meeting tomorrow to see if this could be a consideration and if they are local BIA members, if they would get a discounted rate.

### **BIA Promoter**

Things are still moving along and people are enjoying it. It seems to have been successful so far.

### **Dickens Dollars**

They expire on June 30<sup>th</sup>. Demetri will draft a social media post to remind people of the expiry of the dollars at the end of the month. They can get a gift card/certificate from their favourite business if they don't want to spend it by the end of the month.

### **Fansave**

Sue has found a bit of info but no update.

### **Update on empty Board Seats**

Chris had spoken to Jennifer at Lemon Grass previously, but the timing of our meetings conflicted with her family schedule. Chris will speak with her again.

**Update on letter to Premier regarding business closures**

We received a stock response back. This item is closed.

**Treasurer's Report** – Sue circulated the financials by email last night. We just received an HST refund from the Municipality of over \$4000 which is not reflected in this document.

**Motion 21-06-26** was made by Demetri Makrakos to accept the financial report as reported. Seconded by Marie Baker. All in favour. Carried.

**Promotions Report** – Chris would like to see us do another Night Market/Feast on Front event at the end of summer or early fall. We will wait another month to see how the reopening is going.

**Communications Report** – Nothing new to report.

**Beautification Report** - John was not at the meeting so no report.

**Business Advocacy Report** – Nothing new to report.

**Other Business**

Sue ran through the expenditures under the COVID expense line on the Budget – this is in response to a question that was asked at the AGM. These were expenditures that assisted us in partaking of a COVID grant through the County of Middlesex.

Discussion ensued regarding our website and who is hosting our domain. We need to migrate our email to another platform because E Solution is not doing it anymore. Our contract with E Solution ends in July. Can we use the same platform as the town is using? Demetri will discuss with Joe (IT Director at Strathroy-Caradoc) to see what he can advise.

**Next Meeting(s)**

Communications Committee: Wednesday, June 16, 2021 at 9:00 am.

Executive Meeting: Wednesday, July 14, 2021 at 8:00 am.

**Adjournment**

**Motion 21-06-27** was made by Demetri Makrakos to adjourn the meeting at 9:21 am. Chris Traczuk seconded. All in favour. Carried.