



Call to Order

An Executive Meeting of Strathroy's BIA was held on Wednesday, December 11th, 8am at the Seniors Centre in Strathroy. It was officially called to order at 8:05am, presided over by Cate O'Neill, with Raegan Harding as secretary.

Attendees

Voting members in attendance included Dave Brock, Chris Traczuk, Demetri Makrakakos, Robin Tiller, and Tina Hawkins. Regrets were sent by Brad Richards and Sue Looman.

Approval of Minutes

Motion **1912-01** was made by Dave to approve the minutes of November 13th Executive meeting. Robin seconded. All in favour. Carried.

Actions/Main Motions

- BIA Member Survey - update

It was noted that Demetri sent out an info pack and survey on behalf of the Strathroy BIA Board at the beginning of December. There have been only about 10-11 responses so far, but Demetri plans to step out on foot in the next week or so, going door-to-door to ensure members are engaged and informed. The goal is to have the results from the survey analyzed and presented back to our members during the next General Meeting, to be held on January 22nd.

It was noted that these documents were put together in response to recent feedback and comments the Board has received from BIA members, so it's very important that members use their voice(s) here. It was noted that there are two documents in this package, including a BIA Info Sheet (pdf) with links and specific examples which summarizes BIA processes, mandates, guidelines, and governance (in the least amount of pages possible!). The other document is a BIA Member Survey (Word) which is intended to do three things:

1. document feedback for specific events,
2. update member information so we can more efficiently communicate with members,
3. include other questions that will help us better understand our business environment.

- Coupon Books update

Cate noted that coupon books were dropped off at a few BIA merchants after Victorian Christmas, but the rest still need to be distributed. A few volunteers have come forward to help out with this. It was also noted that we need to find a way to track the metrics of use here so that we can measure the success of this initiative, which will guide us as we move into 2020 and plan for the budget. It was suggested that it might be possible for the municipality's Economic Development department to fund this project again, if it is successful.

- 2019 Tourism Symposium - brief report

Cate noted that she and a few BIA representatives recently attended Middlesex County's 2019 Tourism Symposium, Envisioning the Future of Tourism, on November 21st. Cate has reached out to Cara Finn for a copy of the PowerPoint presentation that was made, and will share upon receipt. Topics of interest included The Power of Vlogging, Creating Customer Experience, and Visioning for the Future of Tourism. It was noted that Middlesex County has lots of resources to tap into, including the free Business Directory within their Invest In Middlesex platform and Upcoming Events within their Visit Middlesex platform. It was also noted that their department of Economic Development will be introducing a new program this spring, entitled "Experience the Unexpected" which will be a hands-on experiential learning program for tourism providers.

- General Meeting - Weds, Jan 22nd - agenda, format, refreshments, etc.

Agenda items will include 2020 Budget and Construction with opportunities for discussion regarding the Market and road closures, etc. It was noted that George Elliott will be there at the GM to provide updates and answer questions re: construction. Raegan will reach out to our BIA membership to see if there is anyone willing to sponsor refreshments.

Officers' Reports

Treasurer's Report

Dave noted that the BIA account balance sits at \$59,319.05, as of November 30th with a few outstanding expenses. It was noted that the 2020 budget will closely reflect what is in this report.

Motion **1912-02** was made by Dave to approve the BIA Budget Review, as submitted with this agenda package. Chris seconded. All in favour. Carried.

Promotions Report

Chris noted that there is no formal report to submit but he would like to plan an event for the slower winter months. Raegan suggested a "soup tour" for February, maybe the weekend before Family Day. Chris and Raegan will get together to discuss and plan this.

Raegan noted that the BIA has purchased myFM's 2020 Coupon Book (\$303.97) which gets up lots of extra air time as well as other perks.

Beautification Report

Raegan noted that the order for bridge baskets and hangers has been placed, which will include Dragon Wing red begonias, Creeping Jenny, and Wandering Jew.

General Manager's Report

Raegan noted that she will meet with George Elliott and Chesley Stone tomorrow to discuss upcoming construction project. More info on this to follow. It was also noted that Strathroy-Caradoc's "Reinvest 2020" will be kicking off in 2020, seeking BIA member participation, including Online Surveys in January & March, a Downtown Summit in February, an Open House in March and a Public Meeting in April (dates tbd). Please visit www.strathroy-caradoc.ca/reinvest2020 for more info. It was noted that we are going to need some more BIA storage space (for candy canes, etc.) and Sue has offered up space at the Mini Storage shop (or even residential driveshed)

Communications Report

Robin reported that the Communications committee met on November 20th and discussed Rogers Hometown Hockey, Victorian Christmas, and Demetri's info pack and survey. It was noted that the next meeting will be held on December 18th.

Business Development & Advocacy

Demetri noted that he will be working with various constituents on Strathroy-Caradoc's "Reinvest 2020" campaign, which will see a new and expanded Community Improvement Plan (CIP) as well as other incentive programs that will be developed and offered in order to encourage further investment and improvement in our community. Demetri also noted that the service provider for the Intercommunity Transit Service (London - Strathroy - Sarnia) will be announced very soon. It was questioned whether advertising opportunities will be available for this and Demetri says he will look into it and keep the BIA updated. Demetri will continue to work with Raegan on the possibility of a "win this space" campaign for downtown Strathroy.

Next Meeting(s)

- Executive Meeting: Wednesday, January 8th, 2020 8am at the Seniors' Centre
- General Meeting: Wednesday, January 22nd, 2020 7pm at the Seniors' Centre

Adjournment

Motion **1912-03** was made by Demetri to adjourn at 9:34am. Chris seconded. All in favour. Carried.

Secretary: _____ Date of Approval: _____