



### **Call to Order**

An Executive Meeting of Strathroy's BIA was held on Wednesday, January 8th 2020, 8am at the Seniors' Centre in Strathroy. It was officially called to order at 8:04am, 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, Brad Richards, and Sue Looman.

### **Approval of Minutes**

Motion **20-01-01** was made by Brad to approve the minutes of December 11th Executive meeting. Chris seconded. All in favour. Carried.

### **Actions/Main Motions**

- BIA Member Info Pack & Survey - update

The BIA info pack and survey that Demetri sent out on behalf of the Strathroy BIA Board has now received about 26 responses, an increase from the 10-11 responses reported last month, but still a very small sample. It was noted that Demetri and Kathy went door-to-door before Christmas last month, but many members indicated that they aren't interested in taking part. Once again, member engagement is a very big challenge facing our BIA.

- General Meeting - January 22nd (Powerpoint, video, confirm agenda)

Cate and Robin are working towards completion of a Powerpoint presentation and Raegan expects to receive Victorian Christmas videos soon. Cate has asked Raegan to reach out to membership to see if anyone has 2019 photos to share, highlighting the past year of doing business downtown. Raegan indicated that she has about 600 images in her own camera roll, so she will share those via Google Drive.

Following the audio-visual presentation, there will be a Caradoc Street construction update, provided by George Elliott, the Municipality's Director of Engineering & Public Works. There will then be committee discussions/reports, including 2020 draft/preliminary budget (Dave) and BIA info pack & survey update

(Demetri). And finally, there will be a road closure discussion, which was tabled from November's BIA Executive meeting.

It was noted that the BIA is going to cover the costs of refreshments for this General Meeting as there hasn't been much interest from our membership. Raegan will be acquiring SOP, as well as wine, deli, fruit & veggie platter(s) and coffee, tea, and water will also be available. Chris will be bringing a few growlers of beer. We will once again offer a \$50 door prize and Raegan will bring name tags, ballot box and all other draw items.

- Upcoming Events for 2020

It was noted that the following dates have been set for this year's BIA events:

Wednesday, January 22 - BIA General Meeting at Strathroy Seniors' Centre 7pm - 9pm

Thursday, January 23 - Biz After Biz at Strathroy Seniors' Centre 5:30pm - 7:30pm

Thursday, February 13 Business & Breakfast - Audits & Accounting 101 at Town Hall

Thursday, March 12 Business & Breakfast - Merchandising & Window Displays

Thursday, April 9 Business & Breakfast - Cyber Security at Town Hall 7:30am - 8:30am

Wednesday, April 29 - BIA General Meeting at Strathroy Seniors' Centre 7pm - 9pm

Thursday, May 14 Business & Breakfast - Health & Safety at Town Hall 7:30am - 8:30am

Strathroy Hometown Festival - June 19th to 21st

Friday, June 19 - Cruisers Show & Shine 4pm - 9pm (note: downtown roads will be closed from 1pm that afternoon)

Saturday, June 20 - Downtown Strathroy Market season kick-off 8am-1pm (with BIA-sponsored Hometown Festival horse & carriage rides 1pm - 4pm?)

Saturday, July 11 - Rusty Wrench Brewing Company's Pride in the Park (afternoon) and Block Party (evening)

Friday, July 31 - Feast on Front and Night Market

Saturday, September 26 - final Market day and 2nd annual Oktoberfest (brought to you by the Rusty Wrench Brewing Co.)

Wednesday, September 30 - BIA General Meeting at Strathroy Seniors' Centre

## **Officers' Reports**

### Treasurer's Report

Dave noted that the BIA account balance sits at \$50,328.36, as of December 31st. There have been indications from the municipal treasurer that there will be a 2% cost of living increase, with the first installment of our tax levy expected to arrive in March or April.

This operating budget will be presented at the upcoming General Meeting, noting that the 2020 budget will very closely reflect what is in this report. However, Dave noted that the Board needs to decide if some of the operating funds should be transferred into reserve savings account.

Motion **20-01-02** was made by Dave to approve the BIA Budget Review, as submitted with this agenda package. Sue seconded. All in favour. Carried.

### Promotions Report

Chris and Raegan have met in discussion of an upcoming soup stroll event, Savour the Flavour, to be held the Saturday before Family Day. This would be a great way for local families to get out of the house and explore all that Downtown Strathroy has to offer, while enjoying some warm comfort food on a cold winter day!

The biggest challenge for an event like this is the limitation of DineSafe establishments in Downtown Strathroy. We're hoping to get all DineSafe members on board for this event, opening their doors to serve one or two delicious soups to our great community members as they stroll around our lovely downtown! The merchants that do not have DineSafe designations would be able to provide beverages and cookies so that they can be involved too!

Here are some of the preliminary details:

Date: Saturday, February 22nd

Time: noon - 4pm (or until the soup runs out!)

Location: Downtown Strathroy

Tickets: required \$8 for 10tix or \$5 for 5tix (rough breakdown = 3 tickets for 4oz soup, 2 tickets for beverage, 1 ticket for cookie)

Proceeds: this would be a non-profit event, with proceeds to be divided between the Women's Rural Resource Centre and CMHA Middlesex Strathroy Site

### Beautification Report

It was noted that the flower order for bridge baskets and hangers has been placed, which will include Dragon Wing red begonias, Creeping Jenny, and Wandering Jew. We have also ordered canna lilies for the large parkette planters.

### General Manager's Report

Raegan has been working on the usual administrative functions (email campaigns, meeting agendas, minutes, and reports etc.) as well as social media and website maintenance and accounts payable &

receivable, including CTV account management.

Now that this year's big events are behind us, Raegan will shift focus back to improving member engagement with plans to revisit the Directory and the MailChimp platform, as well as Promotions and Communications, in particular with upcoming construction campaign. It was noted that the BIA will be planning some sort of "big dig" summer event in conjunction with the ongoing construction.

#### Communications Report

It was noted that the Communications committee meets every month on the Wednesday following the BIA Executive meeting. Having said that, we met on December 18th in discussion of 2020's upcoming events as well as planning out the agenda for January's General Meeting. Our next meeting will be on January 15th.

#### Business Development & Advocacy

Demetri noted that the service provider for the Intercommunity Transit Service (London - Strathroy - Sarnia) has been announced as Voyago. Demetri also noted Strathroy-Caradoc's "Reinvest 2020" campaign will be offering many ways for our members to participate, including Online Surveys in January & March, a Downtown Summit in February, an Open House in March and a Public Meeting in April (dates tbd). Visit [www.strathroy-caradoc.ca/reinvest2020](http://www.strathroy-caradoc.ca/reinvest2020) for more info.

#### **Other:**

Cate noted that she will be presenting at the OBIAA's annual BIA Conference, being held in Toronto April 19th - 22nd, 2020 and has asked the BIA to cover the cost of her ticket. Dave proposed that it might be a good idea for Raegan to attend this conference as well. It was suggested that a portion of Cate's registration costs should be covered as she is presenting at the conference. Cate will find out and provide an update at next month's Executive meeting.

#### **Next Meeting(s)**

- General Meeting: Wednesday, January 22nd, 7pm at the Seniors' Centre
- Executive Meeting: Wednesday, February 12th, 8am at the Seniors' Centre

#### **Adjournment**

Motion **20-01-03** was made by Demetri to adjourn at 9:11am. Chris seconded. All in favour. Carried.

Secretary: \_\_\_\_\_ Date of Approval: \_\_\_\_\_