



Call to Order:

An Executive meeting of the BIA was held on Wednesday, February 12th 2020, 8am at the Seniors' Centre in Strathroy. It was officially called to order at 8:14am, presided over by Past Chair Dave Brock, with Raegan Harding as Secretary.

Attendees:

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

Approval of Minutes

Motion **20-02-01** was made by Brad to approve the minutes of January 8th Executive meeting. Tina seconded. All in favour. Carried.

Actions/Main Motions:

It was noted that BIA chairperson, Cate O'Neill, submitted a letter of resignation, effective immediately, on Feb. 4, 2020

Motion **20-02-02** was made by Demetri to accept Cate's letter of resignation. Brad seconded. All in favour. Carried.

- Chairperson discussion

It was noted that our BIA has had a few board resignations since BIA board appointments were made in December of 2018. In addition to filling the position of chairperson, there are two empty board seats that should also be filled (previously assigned to Donna Pammer and Mohamad Chahroor)

It was suggested that Raegan put a letter out to our board with Cate's letter attached, letting members know that we're actively seeking interested people to sit on the BIA board of directors, with the priority being filling the role of Chairperson for the remainder of this term (approximately one year) noting that if no one steps forward, a new chair will have to be appointed/assigned by council.

We are hoping our board members will have some recommendations and that they will pass along the name(s) of anyone they think might be interested in this role. Raegan will also send a reminder that anyone interested in joining our BIA board of directors must have a business or property in the geographical area. It was also noted that we will need to assign a third signing officer to our Mainstreet Credit Union account.

Officers' Reports:

Treasurer's Report

Dave noted that the BIA account balance sits at \$57,857 with the first installment of our tax levy expected to arrive in March or April.

Dave noted that the budget presented at last month's General Meeting has not been formally adopted as 2020 budget yet.

Motion **20-02-03** was made by Brad to accept this proposed budget and send it to council. Tina seconded. All in favour. Carried.

Promotions report

It was noted that Raegan is meeting with Henry next week to discuss myFM campaign, in hopes of freshening up the generic scripts that are running, while also seeking to adjust our ad schedule to bank spots for a busier time.

Chris and Raegan had been working towards organizing a soup stroll event to take place in downtown Strathroy on Family Day weekend. Unfortunately we weren't able to get enough DineSafe merchants on board to take part in the soup stroll event, so it won't be happening this year.

Beautification report - n/a

General Manager's report

Raegan has been carrying out the usual administrative functions (email and MailChimp campaigns, meeting agendas, minutes, and reports etc.) as well as social media and website maintenance, accounts payable & receivable (including CTV account management) as well as collaborating with the Chamber

and Municipality to continue our informative workshop series. She has also been working on updating our business directory and setting up Sage for improved accounting/bookkeeping practices.

Communications - n/a

Business Advocacy

Demetri noted that the Downtown Master Plan & CIP summit held Feb 4th at the Clock Tower was well attended, and reminded us that the survey is live and it's asked to be completed by March 10th, 2020. He also noted that the Voyago transportation initiative for intercity bus service between Sarnia, Strathroy-Caradoc and London, is set to begin April 1st.

Other:

Next Meeting(s) Executive meeting Weds, March 11th, 2020

Adjournment:

Motion **20-02-04** was made by Demetri to adjourn at 8:40am. Dave seconded. All in favour. Carried.

Secretary: _____ Date of Approval: _____