



## **Call to Order**

An Executive Meeting of Strathroy's BIA was held on Wednesday, June 10th, 11am via Zoom. It was officially called to order at 11:14am, presided over by Past Chair Dave Brock, with Raegan Harding as secretary.

## **Attendees**

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

## **Approval of Minutes**

Motion **20-06-01** was made by Robin to approve the minutes of the May 13th Executive meeting. Tina seconded. All in favour. Carried.

## **Actions/Main Motions**

- Pandemic promotions & recovery plan

Dave noted that taxes were collected before the pandemic hit and the first installment of our BIA levy should be coming soon. Demetri noted that he's back in the office now and that he's launched the "SHOP LOCAL!" landing page on the Doing Business/BIA page of the Municipality of Strathroy-Caradoc's website.

Demetri and CAO Fred have been looking into parking lot "pop-up" patio options and opportunities for downtown Strathroy. There are just a few businesses that have expressed interest in this initiative, likely due to cash flow limitations. More information to follow here.

Demetri noted that the process to develop a new Community Improvement Plan (CIP) is not yet complete. This legislation will allow for municipal funding of rehabilitation and revitalization efforts, making improvements to public infrastructure and spaces. Without this policy implemented, it isn't prudent for the municipality to direct any funds towards specifically defined areas, including the BIA.

Raegan noted that the FanSavesHelps (FSH) pandemic gift certificate promo that ran on May 28th was a great success, with \$1,530 in total sales and \$10 x 104 = \$1,040 in BIA bonus/"top-up" gift cards distributed. Raegan would like to run the FSH program again, and it was suggested that the end of July may be a good time to do so.

Motion **20-06-02** was made by Robin to run round two of the FSH gift certificate program, with the BIA contributing up to \$2,500 in BOGO gift cards. Demetri seconded. All in favour. Carried.

Tina noted that she received her payment from the FSH program via e-transfer, adding that the financial position of many BIA businesses remains unstable at this time, despite these efforts and reopening. She suggests that businesses collaborate to leverage these tough times.

Discussions of what businesses have announced that they are closing include The Beauty Shop, Magic Mirror, and Tranquil. It was noted that we are also gaining a few new businesses in our area, including 37 Frank Youth Centre, Banh Mi Shop, and the Source. Raegan has asked the Board to pass along any more info they may receive here so that we're all in the loop.

- Market considerations

Dave noted that there is a Market meeting tomorrow night, Thursday June 11th, and he will keep us posted on reduced footprint, timelines, etc. One of the biggest challenges here is going to be tracking numbers, with so many potential entrances on the main roads. It was noted that the Market may need to provide port-a-potties and the BIA should consider the possibility of sharing this cost as usable public restrooms are few and far between these days, making it very difficult to venture out for the day. Sanitation stations are also a necessity in the current climate, and very worthy of consideration for our downtown. Raegan will reach out to CAO Fred to see about any potential opportunities and/or possibilities for funding here.

- CTV ad spot opening

Raegan noted that there is an opening (10 seconds) for the remainder of 2019-2020 CTV ad campaign. It's been decided that the BIA will fill this spot and Raegan will submit dialogue for the script as well as photos for the visuals. It was suggested that the overall message should be a reminder to shop local and help out those small businesses who continue to support our community.

## **Officers' Reports**

### Treasurer's Report

Dave noted that the BIA account balance sits at \$43,331.47 as of May 31st, with a line added under Expenses for anything related to COVID-19 promotions.

Motion **20-06-03** was made by Dave to adopt this financial report, as attached and submitted here. Sue seconded. All in favour. Carried.

### Beautification report

It was noted that the flowers are all up and the red begonias look great! Raegan mentioned that Sidney, our Horticultural Technician, is much busier than usual this year as town has laid off staff and will not be hiring part-time and seasonal staff as they usually do, due to COVID-19. Raegan asks that you please let her know if you happen to notice the flowers are looking sad or wilted, noting that we've spent almost \$5K on these flowers and it would be a shame for them to dry out due to lack of water.

### Promotions report

Chris Traczuk sent along a message requesting a Promotions meeting is scheduled soon, to go over the later half of summer now that things are starting to open up a bit. Raegan will follow up with this.

Robin suggested that perhaps having myFM played throughout the streets is an efficient and effective option for making the downtown feel more vibrant. She also suggested that the BIA consider hosting some sort of 'window decorating' contest where BIA merchants are encouraged to up their game and make the windows look great for passer-bys. Sue has done a scavenger hunt to get the residents of Colborne Place out and about, and she suggested we do something similar to that downtown.

### General Manager's report

Raegan noted that she has taken part in OMAFRA's Downtown Revitalization Community of Practice as well as Strathroy-Caradoc's Strategic Plan focus group, while also staying on top of OBIAA's Best Practices and provincial and federal mandates. Raegan suggested that perhaps a Task Force should be formed to focus on a COVID-19 recovery plan, as the time between Executive meetings is just too long to get things done right now. It was also suggested that we have another Executive in a couple weeks, on Wednesday June 24th. Dave suggested that this Task Force, if formed, should include municipal representatives, the Past Chair, and staff.

### Communications

Robin reiterated that the FSH promotion was well-promoted and -received, thanks to Raegan's communication efforts. She also recognized Demetri's efforts in getting the "SHOP LOCAL!" landing page up and running. The construction communication has been good, on both Facebook and Twitter, with advanced notice of shutdowns, etc. It was noted that our next meeting will be held via Zoom on Wednesday June 17th.

### Business Advocacy

Demetri noted that he will be doing rounds in the coming weeks, stopping into businesses to see what capacity they're operating in and how the morale is.

Other Considerations:

Next Meeting(s)

Executive Meeting: Wednesday, June 24th via Zoom

General Meeting: Wednesday, September 30th 7:00pm (pending)

Adjournment

Motion **20-06-04** was made by Sue to adjourn. Tina seconded. All in favour. Carried.

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