



Call to Order

A special “pandemic promotions” Executive Meeting of Strathroy’s BIA was held on Wednesday, June 24th, 11am via Zoom. It was officially called to order at 11:06am, presided over by Past Chair Dave Brock, with Raegan Harding as secretary.

Attendees

Voting members in attendance included Brad Richards, Dave Brock, Demetri Makrakos, Robin Tiller, Sue Looman. Chris Traczuk was unable to attend due to poor internet connection.

Approval of Minutes

Motion **20-06-05** was made by Robin to approve the minutes of June 10th Executive meeting. Demetri seconded. All in favour. Carried.

Actions/Main Motions

- **Pandemic Promotions**

Demetri opened with discussion of the “pop-up” patio initiative, which would see a few of our BIA businesses with an outdoor patio, taking up one parking space on the street in front of their store. He has reached out to two companies for quotes; one that rents, and another that builds. The cost to rent seasonally would be approximately \$2,500 while the cost to build is approximately \$4,000 with a much longer turnaround time (i.e., three to four weeks to make each one).

Demetri suggests we use BIA reserve funds to cover the cost to lease four (4) patios this year, in the interest of time, as part of our pandemic promotions. It was noted that we would have to come up with a contract for the businesses that have expressed an interest in having a patio, and they would have to pay a monthly/weekly fee. Discussions of having these patios built will be tabled to another meeting, at a later date, when we will look into alternate sources of revenue (i.e., Progress Through Partnership) to fund these being built for next year, noting that they would become an asset of the town at that point.

Motion **20-06-06** was made by Demetri to secure a lease from Hamilton-based <http://streetpatios.ca> for four (4) pop-up parking spot patios, using a maximum of \$10K in BIA funds. Brad seconded. All in favour. Carried.

Raegan noted that just last night, Middlesex County Council approved a significant grant contribution that will fund tourism initiatives for municipalities that fall within the boundary. This Regional Relief and Recovery program will provide Destination Marketing Organizations such as Strathroy-Caradoc with funds to drive business expansion and retention. It was noted that we must act quickly if we would like to take advantage of the \$138K fund, which must be accounted for by December 31st, 2020. Demetri noted that we should apply for funding the parking spot “pop-up” patio initiative through this stream to help offset the lease/rental costs we will incur this year. Raegan noted that she has already submitted a one-pager to Cara for funding a video project with funding from County as part of “Visit Middlesex”.

- Board appointments

Dave noted that Tina has resigned from the Board as she will be closing her BIA storefront as of August 31st, 2020, citing losses due to COVID-19 (i.e., no funeral flowers, and cancellations of grads/proms and weddings) as well as no rent relief from the landlord. Raegan noted that John Pammer has expressed an interest in re-joining the Board and she will reach out to him again.

- Mainstreet Credit Union

It was noted that we need a third signing officer and Robin volunteered to do this. Raegan will get a letter to Robin that will have to be taken into Mainstreet so that she's set up on the account. It was also noted that we really need to look into e-transfer capabilities, as it is a preferred method of payment to cheques (not to mention, much more efficient!). Dave says he will look into this next time he's in the bank.

Officers' Reports

Treasurer's Report

n/a (please refer to report provided at June 10th meeting)

General Manager's report

Raegan noted that construction will soon be moving south from the intersection of Caradoc and Front Streets, with grading expected to take place on June 29th and paving to begin June 30th. The intersection will then re-open, with temporary line painting and four-way stop signs in place. The sidewalk that runs from the bridge up to Front Street will be completed in the next few weeks too. The majority of construction will now be taking place from Centre to Metcalfe Streets, with detours in place.

Raegan filled out a request form for 150 masks from www.canadasews.ca in the early pandemic days and we recently received this shipment. These will be delivered to those BIA members who have indicated that they would like some. Canada Sews is seeking donations in exchange for these masks and Raegan asks that the BIA cover a \$150 gift card purchase to send to this charitable organization.

Motion **20-06-07** was made by Robin for the BIA to donate a \$150 gift certificate to Canada Sews for their generous contribution to our BIA. Sue seconded. All in favour. Carried.

Raegan noted that Keepin' It Local is seeking entries for its Fall/Winter edition, which creator/editor Angela

says will be a tribute and huge thank you to our community for shopping and supporting local during these very difficult times. Angela has offered our BIA some free article space with the purchase of a half page ad or greater. This would be a great opportunity for the BIA to showcase our downtown core, letting people know that we're still going strong despite all we've endured with COVID-19.

Motion **20-06-08** was made by Demetri to purchase a half-page ad at a cost of \$869 for the Fall/Winter 2020 edition of Keepin' It Local. Sue seconded. All in favour. Carried.

Promotions report

Raegan suggested that perhaps we plan for some sort of street "re-opening" celebration, keeping in mind that we cannot encourage gathering. She asked the Board to think about options for this and bring them back to the next meeting. She has also reached out to Chris seeking opportunities to get together and discuss Promotions as things start to open up a bit more. It was noted that the Parkette landowner contract needs to be revisited and we may not be able to use it this year.

Beautification report

Bridge baskets and flowers are looking good. It was noted that we have not yet been issued the Horticultural Maintenance invoice for this year.

Communications

We had a communications meeting on Wednesday, June 17th in discussion of the various pandemic initiatives we've been planning for, including the BIA CTV spot and SHOP LOCAL! campaigns that recently launched. It was noted that the FanSavesHelps gift certificate program will be phased out as of June 24th, so we will no longer be able to participate in the second round of bonus/top-up BIA gift certificates and these allocated 'pandemic promotion' funds will be directed elsewhere.

Business Advocacy

Demetri noted that twenty (20) businesses have signed up for the SHOP LOCAL! campaign so far and that it's generating traffic on days that it's shared to the municipality's Facebook and/or Twitter account.

Next Meeting(s)

- Executive Meeting: Wednesday, July 8th 9am via Zoom
- Communications Meeting: Wednesday, July 22nd
- General Meeting: Wednesday, September 30th (pending)

Adjournment

Motion **20-06-09** was made by Demetri to adjourn at 12:16pm. Brad seconded. All in favour. Carried.

Secretary: _____ Date of Approval: _____