



Call to Order

An Executive Meeting of Strathroy's BIA was held on Wednesday, July 8th, 9am via Zoom. It was officially called to order at 9:02am, presided over by Dave Brock, with Raegan Harding as secretary.

Attendees

Voting members in attendance included Brad Richards, Dave Brock, Demetri Makrakos, Robin Tiller, and Sue Looman. Chris Traczuk was not in attendance.

Approval of Minutes

Motion **20-07-01** was made by Demetri to approve the minutes of June 24th Executive meeting. Brad seconded. All in favour. Carried.

Actions/Main Motions

- Visit Middlesex advertising- BIA Tourism video

In lieu of the funds that were earmarked for a second round of FanSaves pandemic promotion, we've decided to create a BIA Tourism video in partnership with Middlesex County, as part of the Regional Relief and Recovery Program. The objective would be to create a compelling and vibrant campaign exploring the various ways residents and visitors can #Dine#Play#Work#Shop in Downtown Strathroy. This campaign will promote shopping locally and 'stay-cationing' without any mention of "COVID-19"

Motion **20-07-02** was made by Brad to earmark \$2,500 to fund this video initiative. Robin seconded. All in favour. Carried.

- Mainstreet Credit Union

We are now set up to accept money electronically, which will help a lot with CTV fund management for the 2020-2021 campaign. Dave noted that it's much more difficult to send money than it is to accept funds electronically since sending requires approval by multiple signing officer(s)

Motion **20-07-03** was made by Demetri to appoint Robin as our BIA's third signing officer. Brad seconded. All in favour. Carried. It was noted that Dave and Demetri have updated signing officer info.

- Market promotion - BIA coupons?

Demetri noted that he spent about an hour at the Market this past weekend and said there wasn't a lot of traffic. Some concern was expressed that customers aren't wandering around downtown after the event as they normally would. It was suggested that perhaps a BIA booth should be set up, offering coupons and other BIA-related info. Dave will reach out to Paul and see if perhaps the Market entrance table could be used for this. Other "BIA promotion at the Market" suggestions included the following:

- Restrict street parking and enforce lot parking, encouraging people to walk around downtown
- Merchants should host "Save-the-Tax" or other promotions on Market days, advertising using sandwich boards
- The BIA should come up with a new event for each week (i.e., freezies at merchants, scavenger hunts, sidewalk chalk art, etc.) and possibly offer gift certificates/prizes for winners

Sue suggested that perhaps another "mini-Market" is set up at the Caradoc & Front parkette in efforts to expand the Market footprint and move people around downtown a bit more. She also suggested that highschool students need to fulfill a number of volunteer hours in the community and could help out.

Officers' Reports

Treasurer's Report

Dave suggested that the BIA is in good financial standing, with the first levy coming in higher than expected. He will talk to Bill about this but suspects it is due to the Reman Business Centre being in operation now. Dave noted that we have not yet received an invoice for annual Horticultural Maintenance fee, which is usually \$15K.

Motion **20-07-04** was made by Brad to accept the financial statement as presented. Robin seconded. All in favour. Carried.

Promotions report

Raegan has been working on setting up the 2020-2021 CTV ad campaign, as well as working with Cara to see about County funding for a videography promo. She has done a few myFM interviews promoting the downtown and has also been working with Demetri on the pop-up patio initiative.

Beautification report

The flowers look great! Much better this year (note: the red is more noticeable than the yellow!)

General Manager's report

In addition to Communications and Promotions reports, Raegan has been working with the construction crew to ensure timelines are met and businesses are accessible.

Communications

Raegan continues to send out info via Facebook, Instagram, and MailChimp, as well as the website. Robin noted that we have a meeting coming up on July 22nd, adding that we're hoping it's in-person.

Business Advocacy

Demetri is working with Cara in efforts to acquire some tourism funding to help cover the downtown patio project, noting that patios should be arriving late next week, including installations at the following businesses: Clock Tower, Muggs, Tia's Place, and Rusty Wrench Brewing Co.

It was suggested that a contract is set up with fee structures reflecting licenced (\$50/week) vs. non-licenced (\$25/week)

Next Meeting(s)

It was suggested that we upgrade our Zoom so that we have unlimited timing and do not get cut-off again. Demetri suggested that we might be able to piggyback on the town's Zoom account, rather than funding a BIA upgrade. He will look into this and Raegan will look into the cost involved in upgrading.

Executive Meeting: Wednesday, August 12th 2020

General Meeting: Wednesday, September 30th 2020 (pending)

Adjournment

Motion **20-07-05** was made by Demetri to adjourn at 10:07am. Robin seconded. All in favour. Carried.

Secretary: _____ Date of Approval: _____