



Call to Order

An Executive Meeting of Strathroy's BIA was held on Wednesday, August 12th, 9am via Zoom. It was officially called to order at 9:16am, presided over by Past Chair Dave Brock, with General Manager Raegan Harding as secretary.

Attendees

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

Approval of Minutes

Motion **20-08-01** was made by Brad to approve the minutes of the July 8th Executive meeting. Demetri seconded. All in favour. Carried.

Actions/Main Motions

- Middlesex County partnerships - BIA Tourism video **Aug 14th**

Raegan noted that the video that we received funding for will be shot on Friday and asked for feedback from the Board in terms of what we would like to see covered, specifically in the drone footage. It was suggested that the focus be on Alexandra Park and Frank & Front, with shots including pop-up patios and bridge baskets.

Demetri noted that Fiverr is an online marketplace for freelance services and suggested that we consider posting our video(s) there to increase impact by reaching a broader audience. It was also suggested that we do not have any construction or COVID-related frames in the video(s) so that they can be used for a longer period of time, without being time-stamped by these events.

- BIA appointments/recruitment and review of committee duties

It was noted that the current Board's term will end in December of 2020, and the General Manager's contract will be up then too. With only three months left in the term, the Board agrees that there's no point in entertaining any new interest(s) at this time. However, we do need to actively seek appointments for the next term. Raegan will create a campaign and send out in September, so that interested individuals can

submit the Local Board / Committee application form before Oct/Nov.

https://www.strathroy-caradoc.ca/en/city-hall/resources/public_application_form.pdf

- Governance, including Chair role and General Manager position

Dave suggested that all Board members review the Governance package they received at the beginning of their term, to see if anything needs to be revised before the next term, and also asked Demetri to revisit the General Manager role research he did back in Feb/Mar of 2019.

It was noted that the Governance does state that a Director absent from three (3) consecutive meetings will be deemed to have vacated their position on the Board, and may be replaced by the Municipal Council at its discretion, although the Board may choose to grant a special dispensation in the event of extraordinary circumstances, such as COVID-19.

Officers' Reports

Treasurer's Report

Dave noted that the BIA account balance sits at **\$64,539.95** as of July 31st 2020, with a few large payments pending, including the pop-up patios (\$11K) and the Horticultural Maintenance fee (\$15K)

Motion **20-08-02** was made by Dave to accept this financial report as presented. Brad seconded. All in favour. Carried.

Promotions Report

Most promotional initiatives have moved from event planning to growing our presence online, through various marketing channels. The focus right now is on the videos we're having made with MS2, which will be shot this week. The fate of our Victorian Christmas remains unknown at this time, but should definitely be discussed at the next Executive meeting.

Beautification Report

It was noted that the hanging baskets and bridge baskets look fabulous this year!

General Manager's Report

Raegan noted that the BIA's corner sign was removed and salvaged in the midst of construction as a result of discussions about its location and potential conflict with other traffic signs (including County Road implications). It was decided, in these discussions, that the sign was owned by the town and the BIA was just using it. It was suggested that the CAO is currently participating in an overall way-finding study for the community and it is hoped that the downtown / BIA needs will be taken into account here.

In addition to ongoing administrative functions, including accounts payable & receivable, Raegan has been working on the upcoming 2020-2021 CTV campaign, as well as the tourism video collaboration with Visit Middlesex, TIAO, and FedDev Ontario (to be shot by MS2 Productions this week). The Fall & Winter Keepin' It Local ad has been completed and will be out in a few weeks, while construction officially moves

out of our BIA boundary! Moving forward, Raegan would like to come up with some sort of fall promotion (stay tuned!)

Communications Report

Robin noted that we met in person on Wednesday, July 22nd in discussion of the downtown patios and video marketing. She stated that the Member page on Facebook is very informative with lots of very resourceful information there, and also commended Raegan for all the great posts on the Downtown Strathroy BIA page. We plan to meet again, in person, one week following the next Executive meeting.

Business Advocacy

Demetri noted that three A-frame “signicades” have been created and are now displayed downtown, as a result of our recent collaboration with Visit Middlesex, TIAO, and FedDev Ontario. They can be found at Caradoc & Front, Frank & Front, and Head & Front. It was noted that these signs were made by Printmore and cost just \$282.49

It was suggested that the BIA needs to start collecting from patio participants, as they have not yet paid their share(s). Demetri will revisit the contract that was signed to see what it says re: payment plans (i.e., weekly, monthly, etc.

Next Meeting(s)

Executive Meeting: Wednesday, September 9th, 2020 (NOTE: rescheduled to Weds, Sept 16th)

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

Adjournment

Motion **20-08-03** was made by Demetri to adjourn at 10:27am. Brad seconded. All in favour. Carried.

Secretary: _____ Date of Approval: _____