



## **Call to Order**

An Executive Meeting of Strathroy's BIA was held on Wednesday, September 16th at the Seniors Centre in Strathroy (note: socially distanced, with masks). It was officially called to order at 9:04am, presided over by Past Chair Dave Brock, with General Manager Raegan Harding as secretary.

## **Attendees**

Voting members in attendance included Brad Richards, Chris Traczuk, Demetri Makrakos, Robin Tiller, and Sue Looman.

## **Approval of Minutes**

**Motion 20-09-01** was made by Brad to approve the minutes of the August 12th Executive meeting. Robin seconded. All in favour. Carried.

## **Actions/Main Motions**

**Motion 20-09-02** was made by Sue to go in-camera at 9:10am in order to discuss financial and personnel matters. Demetri seconded. All in favour. Carried.

**Motion 20-09-03** was made by Brad to go out-of-camera at 9:32am. Chris seconded. All in favour. Carried.

- **Strathroy BIA Governance**

It was requested that the Board review our BIA Governance package in preparation for today's meeting. Dave indicated that Section 5 should be brought up to date, in accordance with the current bylaw, and suggested the following revisions:

### **Section 5.1.0. - Board of Directors**

The Municipality will appoint two (2) representatives from the municipality and seven (7) directors at large to participate on the BIA Board, noting that "Secretary" should be removed from the Board list.

### **Section 5.1.1. - Chair of the Board**

It is recommended that the Chair candidate has at least one year of current experience on the Strathroy BIA Board in order to be appointed/elected. The Chair of the BIA Board cannot also be the Chair of the Downtown Strathroy Market board, but (s)he does have the ability to designate a BIA representative to sit on the Downtown Strathroy Market board.

**Section 5.1.3.** - “**Secretary**” should be removed due to redundancy with “**Staff**” in section 5.5, describing the General Manager’s role. It was recommended that this section is replaced with “**Past Chair**” but it was suggested that this may be subject to Council decisions.

#### **Section 5.5. - Staff**

It was suggested that the General Manager’s responsibilities include the preparation and distribution of formal agenda, attendance and completion of minutes for all Executive and General meetings. The General Manager is not required to attend all sub-committee meetings, and the Chair of each committee is responsible to share the agenda and/or minutes from these meetings with the General Manager.

#### **Section 5.7.7. - OTHERS**

It was suggested that the PTP and Market paragraphs are removed here.

**Motion 20-09-04** was made by Demetri to amend the Governance and policies as discussed herein. Chris seconded. All in favour. Carried.

- Victorian Christmas

It was suggested that it’s time for the Board to make some tough decisions about this year’s Victorian Christmas event, as Ontario reports a steady rise in coronavirus cases and the “second wave” threatens public health. It was noted that the Premier has, once again, limited gathering sizes province-wide and the current Covid-19 climate is strongly trending in an upward direction.

The primary concern here, other than public health, is the potential that the BIA could be seen as negligent and irresponsible in taking action to host this year’s Victorian Christmas event, encouraging hundreds, if not thousands, of our community members to gather downtown. The optics of this would not be good, and it would reflect very poorly on our downtown businesses too.

Raegan noted that planning the annual Victorian Christmas event involves months of planning, hundreds of dollars in pre-event advertising, and an overall budget of approximately \$5K, which would be lost if the event were to be canceled. She suggested perhaps we re-tool this year’s Victorian Christmas event, making it more of a virtual experience. This opened up some discussion and it was suggested that perhaps we should bring back downtown dollars, but improve the process, including exemptions. This would allow a seasonal promotion to be spread out over several weeks, rather than just one day. And next year, the dollars could be used in conjunction with the Victorian Christmas event.

**Motion 20-09-05** was made by Demetri to suspend this year’s in-person Victorian Christmas event, to be held on December 5th, in favour of something virtual that promotes our downtown but doesn’t pose a threat

to public health. Chris seconded. All in favour. Carried.

NOTE: it was decided that the 2021 event will be held on Saturday, December 4th.

## **Officers' Reports**

### Treasurer's Report

Dave noted that the BIA account balance sits at \$82,053, as of August 31st, noting that we've received the first installment of our tax levy and there are a few large payables pending, including \$15K for the town's Horticultural Maintenance.

**Motion 20-09-06** was made by Dave to approve the financial statement, as presented and submitted. Sue seconded. All in favour. Carried.

### Promotions report

Raegan noted that the 2020 - 2021 CTV campaign will begin this week, with eleven (11) participants + one (1) BIA commercial, making up four commercials in total. Here are the participating merchants, with their account contact info:

- Strathroy Monuments - Mary Ann Hipple [strathroymonuments@rogers.com](mailto:strathroymonuments@rogers.com)
- Jaslo Properties Ltd. - Sue Looman [sue@looman6.ca](mailto:sue@looman6.ca)
- The Mens Shoppe & Her Boutique - Donna Pammer [info@themensshoppe.ca](mailto:info@themensshoppe.ca)
- Reman Business Centre - Kathleen Anderson [mckanderson@rogers.com](mailto:mckanderson@rogers.com)
- The Loft House of Fashion - Marian Van Gorp [mvgorp60@yahoo.ca](mailto:mvgorp60@yahoo.ca)
- The Clock Tower Bistro - Mark Graham [clocktowerinnbistro@gmail.com](mailto:clocktowerinnbistro@gmail.com)
- Poag's Jewellers Ltd - Jim Poag [james@poags.com](mailto:james@poags.com)
- Rusty Wrench - Chris Traczuk [chris@rustywrench.ca](mailto:chris@rustywrench.ca)
- Muggs Coffeebar and Clayroom - Kim Oliver [kimoliver-parker@rogers.com](mailto:kimoliver-parker@rogers.com)
- Imagination Created - Renee Sferrazza [imaginationcreated4you@gmail.com](mailto:imaginationcreated4you@gmail.com)
- Doug & Marion's Bikes Sales & Repairs - Marion Smith  
[DougAndMarionsBikes@hotmail.com](mailto:DougAndMarionsBikes@hotmail.com)

It was noted that Chris and Raegan have set up a meeting to discuss Victorian Christmas alternatives and options on September 29th at 10am.

### Beautification report

It's time to start thinking about next year's flowers, as we may need to order earlier than usual this year due to the "flower boom" and the potential for shortages. We also may need to budget more for next year, given Caradoc Street's recent infrastructure changes. More information to come here.

### General Manager's report

Raegan continues to perform various administrative functions (emails, meeting agendas, minutes, and reports, etc.) while also managing accounts payable & receivable (i.e., issuing reimbursements to businesses for the FanSaves pandemic promotion, and invoicing businesses for CTV commercials and patios, etc.). She continues to work on promoting our BIA businesses through social media channels, including callouts for Board members on the Strathroy BIA Member Businesses Group, noting that the deadline for this is October 5th. She has been working with MS2 to edit and review the tourism videos that were shot in August, collaborating with Visit Middlesex, FedDev Ontario, and the Tourism Industry Association of Ontario (TIAO). She has also spent a lot of time filtering through all the government info coming in, as well as networking with other BIAs to ensure we are keeping up.

### Communications

A meeting was held on August 19th in discussion of sending call-outs to our membership, seeking fulfillment of roles in the next term's BIA Board. It was also noted that the General Manager's contract will be up for renewal soon, and Dave suggested that the Board make some adjustments here. There were discussions of how many other BIAs have come up with BIA Bucks as pandemic promotions, and the possibility of doing this was suggested. Raegan was asked to collect info from other BIAs to see what is working for them, so that we can follow their lead without reinventing the wheel. We will be meeting again after this meeting today, at 11am.

### Business Advocacy

Demetri stated that he is in the midst of getting quotes from businesses to have patios made for next year, as well as measuring interest from businesses while also seeing about funding through PTP, noting that the BIA spent approximately \$7,500 on this initiative this year, with approximately \$1,200 in usage fees to be collected from businesses, for a BIA spend of approximately \$6,300. He also suggested that the BIA should make plans to come up with a Strategic Plan in 2021, once the new Board is formed, in efforts to allocate resources, define direction, and prioritize plans.

### **Adjournment**

**Motion 20-09-07** was made by Demetri to adjourn at 10:51am. Brad seconded. All in favour. Carried.

### **Next Meeting(s)**

Executive Meeting: Weds, October 14th 2020 9am

Communications: Weds, October 21st 2020 9am

? Promotions: Weds, October 28th 2020

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