



Call to Order

The Executive Meeting of Strathroy's BIA was virtually called to order on January 13, 2021 at 8:00 am.

Attendees

Voting members in attendance included Robin Tiller, Sue Looman, Chris Traczuk, Renée Sferrazza, John Pammer, Marie Baker and Demetri Makrakos.

Election of Officers

Motion 21-01-01 was made by Demetri Makrakos to appoint the following to serve a two-year term as Officers on the Board: Robin Tiller, Chair; John Pammer, Vice-Chair; Sue Looman, Treasurer; Marie Baker, Secretary. John Pammer seconded the motion. All in favour. Carried

Approval of Minutes

Motion 21-01-02 was made by Chris Traczuk to accept the minutes of Dec 9, 2020 meeting. Demetri Makrakos seconded. All in favour. Carried.

Actions/Main Motions

Motion 21-01-03 was made by Demetri Makrakos to appoint the following to Chair Committees of the Board: Chris Traczuk, Promotions Committee; Robin Tiller, Communications Committee; John Pammer, Beautification Committee; Demetri Makrakos, Business Advocacy Committee; and Chris Traczuk agreed to be the BIA representative on the Farmer's Market Committee. Sue Looman seconded. All in favour. Carried.

Motion 21-01-04 was made by John Pammer that Demetri Makrakos and Robin Tiller remain as signing authorities and that Sue Looman will need to be added as a third. Marie Baker seconded. All in favour. Carried.

- **General Manager position discussion and update**

Previous GM Raegan Harding has stepped down to take on a new position. Her duties mainly revolved around looking after the CTV account, beautification, bookkeeping, event planning, strengthening the BIA presence in the community and other administrative duties. Discussion ensued about whether or not to replace this position and how the position would look.

Demetri received emails from Raegan at the end of December regarding missed CTV and patio payments. Demetri will discuss with Municipal Finance Director, Bill Dakin to find out what type of communication the municipality sends out to those in arrears. We will use that as a template.

Any outstanding emails received from Raegan will be forwarded to Robin and Sue for their response.

It was decided to table this discussion until our March meeting so that we can get a better feel for what the Committee is able to handle on its own and if/what we would require of a General Manager. This will also allow us time to set our priorities and objectives for the next two years.

- **Signage discussion and update**

A brief discussion ensued regarding signage and how we can enhance the visibility of our downtown. What happened to the sign that was on the corner lot at Front and Caradoc street pre-construction? Marie advised that the CDAC committee and the municipality are undergoing a review of signage currently.

- **Dickens Dollars discussion and update**

Of the \$75,000 that was put in circulation, we have collected back \$35,000 so far. This has been collected from 10 different businesses. We have not received any back yet from Tim Hortons or Food Basics. Demetri will follow up with these businesses this week to see if they have any to submit.

- **Communication with and Participation of Members discussion**

It was suggested and all agreed that all BIA members should be included in receiving meeting agendas and Zoom links for meetings so that they are able to attend if they choose. We need all our membership to know that they can be heard and their contribution is valued. We would like to dedicate a future meeting to determine our communication plan and how it will be executed to the membership.

Officer's Reports – No Reports presented at this meeting as Committees were just formed.

Treasurer's Report

Communications Report

Beautification Report

Promotions Report

Business Advocacy Report

Next Meeting(s)

- Communications Committee: Wednesday, January 17, 2021 at 9:00 am.
- Executive Meeting: Wednesday, February 10, 2021 at 8:00 am.

Adjournment

Motion 21-01-05 was made by Demetri Makrakos to adjourn the meeting at 9:37 am. Sue Looman seconded. All in favour. Carried.