



### **Call to Order**

The Executive Meeting of Strathroy's BIA was virtually called to order on March 10, 2021 at 8:03 am.

### **Attendees**

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

**Guest:** Chaun from Loyal Patron

### **Approval of Minutes**

**Motion 21-03-10** was made by Demetri Makrakos to accept the amended minutes of Feb 10, 2021 meeting. John Pammer seconded. All in favour. Carried.

### **Actions/Main Motions**

#### **Guest Speaker Presentation on BIA Promoter**

Chaun from Loyal Patron gave a presentation on how the BIA Promoter works and the back end part of the program. He said 2x a month the texts and emails will be sent out to the people who have signed up on the app. He also explained the business model and the pricing etc. Chaun explained that during the test period (now till Sept) they will manage it completely and then hand it off for BIA to manage in Sept at some point. Robin asked if in August, we can start to shadow what he does so we can see how much work is involved and to learn more on how to work with the program. The question was asked how Chaun sees it being rolled out in other places and he said he sees the program to be only for BIA members. Chaun asked if he hosted a webinar about the program sharing tips etc; do we think it would be attended. Everyone concurred that it would be well attended.

#### **General Manager position discussion and update**

Demetri asked if anyone has been answering the BIA messages. We also talked about who would take on this role and also if anyone knew how we access them. Demetri purchased more cheques and also updated us that our payments have been brought up to speed and that we are current on our bills. Robin confirmed that the office has been emptied out at the Seniors Centre and that files are currently at her office and the other items have been put into storage in one of the town's buildings.

**Motion 21-03-11** was made by Demetri Makrakos and seconded by Sue Looman to go in camera. All in favour. Carried.

**Motion 21-03-12** was made by John Pammer and seconded by Renee Sferrazza to return to the regular meeting. All in favour. Carried.

The process to access to past BIA meeting minutes and upcoming meetings and agendas will be on the town website under the BIA page. Demetri said he could also add another drop box where it would should the agenda and link to zoom meeting system in case anyone wants to attend.

Renee Sferrazza shared the news that they will be moving their business Imagination Creation outside the BIA area (Ailsa Craig) and so can no longer sit on the board and has graciously agreed to stay on till the end of April

Demetri did a quick presentation about Maysee McLean who approached him with the possibility of working for the BIA on social media related consulting as a summer job. We agreed that before we reach out to different resources that we need to look at what our plan is and then revisit this idea once we get our basic items figured out.

### **Farmers Market**

Chris reported that there is a new market manager, but is not sure who and will find out at tomorrow night's market meeting. Currently the plan is for the market to be only on Frank St and only 40 vendors. There will be a lot more visibility of the businesses because due to covid there will be a 6ft distance between each vendor and after every third vendor there will be a 12 ft distance. He is going to ask them about Front St and if their plan was to keep Front St open.

### **Dickens Dollars**

Demetri updated that there have been \$57000 of the \$75000 redeemed and there have been no issues. They are now processing payments biweekly as it has slowed down with the handing in of them.

### **Filling BIA Board Seats**

We originally had 2 spots to fill and now with Renee leaving there will be 1 more spot open. Chris said he has received feedback that the 8am meeting time may be an obstacle in members wanting to sit on the Board as they have other commitments already. Perhaps if it was at a different time people may step forward. It was also suggested before the next meeting; Board members reach out to people they think would be good and see if they are interested in joining the board.

### **My FM's Request for Coffee time catch up**

It is 2-3 minutes long and Robin will be the voice of the BIA. She will use this time to promote things like the BIA Promoter Program, shop local, opportunity for BIA members to join the Board etc.

### **Officer's Reports**

Treasurer's Report – There will be reporting starting next month. (process of transitioning to Sue).

Promotions Report - Looking at doing something in May-June to promote the area because hopefully we will be in better shape with covid.

Communications Report - They talked about what the talking points would be with Chris Soares (Coffee Catchup). Also discussed ways to attract people to fill empty Board spots and looking into the possibility of having business workshops.

Beautification Report - John updated us that the town will be picking up the flowers around May 20th. This year there will be 48 hanging baskets (with fibre baskets which are better for the plants), 64 bridge baskets, 20 urns for Strathroy area and 10 planters for Mt Brydges area. The watering will be should be done 3 days a week even if there is a rain day. John is still looking into the possibility of have double hanging baskets next year.

Business Advocacy Report – Demetri said he received a grant for the patios again. This year there will be 6 instead of 4. They will be located at Artes Bakery, Banh Mi, Muggs, Back Alley Burrito, Tia’s Place and Rusty Wrench. There is \$15000 grant towards the patios. Demetri said the Way Finding Strategy Committee is looking to have a BIA representative on the committee. Chris Traczuk said he wanted to look into more and will let the Board know if he wants to sit on it or not. John Pammer also offered to be the rep.

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

Communications Committee: Wednesday, March 17, 2021 at 9:00 am.

Executive Meeting: Wednesday, April 14, 2021 at 8:00 am.

### **Adjournment**

**Motion 21-03-13** was made by Demetri Makrakos to adjourn the meeting at 9:33 am. John Pammer seconded. All in favour. Carried.