



Call to Order

The Executive Meeting of Strathroy's BIA was virtually called to order on November 10th, 2021 at 8:08 am.

Attendees

Voting members in attendance included Robin Tiller, John Pammer, Sue Looman, Jerrika Geneau

Regrets:, Marie Baker, Chris Traczuk

Guests: Donna Pammer

Approval of Minutes

Motion 21-XX-XX was made by Sue Looman to accept the minutes of October 13th, 2021 meeting.

John Pammer seconded. All in favour. Carried.

Actions/Main Motions

CTV contracts

We have all of the contracts back including their post-dated cheques. We are getting the bonus ads.

Proposed new office space

No update.

Open Position of Municipality representative on BIA Board

Sue Looman stressed the importance of this open position in relation to our governance. Robin Tiller will reach out to Municipality. Still waiting for confirmation of liability insurance for Board Members.

Update on empty Board Seats

No update.

BIA Directory Updated

This information will be used by the Chamber of Commerce to construct a map of Strathroy Businesses. Cost to BIA is \$ 0.00.

Tourism Initiative Sponsorship

Robin Tiller submitted proposal resulting in \$ 2500.00 grant approved. Some stipulation about distribution of materials + social media acknowledgement required.

Business Ambassador

We are part of grant for a Business Ambassador - purpose of this paid position is to promote local businesses. Cost to BIA is \$ 0.00. Grant still being reviewed.

Treasurer's Report – The financial statement was circulated. We just received the final tax levy from the Town as reflected in this month's report. Invoice for Sid received and paid. Deposit for wagon ride paid. Lights and shipping paid.



Annual renewal website fee \$ 800.00. Cludo Inc has been informed we no longer require their services (helped eliminate side pop up messages on website \$ 1,000.00/year).

Motion 21-XX-XX was made by John Pammer to accept the financial report as presented. Seconded by Jerricka Geneau. All in favour. Carried.

Promotions Report –Donna Pammer to report on this year's event "A Small Town Christmas" later in the meeting.

Beautification Report –John Pammer has sourced a company who will provide and decorate the 14 planters located in the BIA Area - planters will be decorated after Remembrance Day. Christmas lights have been ordered. Bow toppers for lights have been received. 84 x 18 inch bows were ordered using a local supplier. (Cost for the 24 inch bows was in excess of \$100.00 each.) John Pammer will also provide an estimate for double hanging baskets and bridge baskets for the 2022 season prior to next meeting.

Communications Report – Activities included updating business directory, applying for **Middlesex Tourism Initiative** Grant and another grant for Brand Ambassador. Directory information was supplied to Chamber of Commerce for their map. A contract for "A Small Town Christmas" social media person (Jenna Patterson) was written and sent for signing.

Business Advocacy Report – No update.

Security Committee Report – No update.

Other Business

Downtown Christmas (A Small Town Christmas)

Donna Pammer updated us on the progress of the committee. The promotion poster was presented and revised to include BIA Logo and face book name change. The event named "A Small Town Christmas" will be month-long event. They are working on weekly draws with BIA gift certificates, carollers on the street for 2 Saturdays, horse and wagon rides for 2 Saturdays (@ \$550 per day), and a different theme for each Saturday. Scavenger hunt will be put together. Ladies Shopping night to be held Nov 26th with after party at Rusty Wrench and looking for items for Swag Bags). Candle for the window for each BIA member - 140 have been ordered (extra's to be sold at Bossons Pharmacy for \$ 7.50). Mitten tree will be organized and advertised by Tanya at Tattoo parlour. No food drive. "Soup's On" event organized by Chris Traczuk on December 18th 12:00 to 4 pm. Warming station - not happening. Horse and wagon rides Dec 11th sponsor MNP, Dec 18th sponsor Coldwell Banker (Robin Tiller) and Sutton Group (Anne Wolfe). Police and municipality to be contacted so they are aware of event. Events will be happening at Sydenham on the River - organized and promoted by Sue Looman. John and Donna away November 19th-30...Jerricka Geneau away November 19th-30th

There was a question as to Municipal Activities - specifically "why the BIA did not know about Winter Festival in advance of it being promoted"? This stresses the role of communication and importance of municipal representation on BIA Board.

Next General Meeting will be in 2022



Next Meeting(s)

Communications Committee: Wednesday, November 20th, 2021 at 9:00 am.

Executive Meeting: Moved up to Wednesday, December 1st, 2021 at 8:00 am

Adjournment

Motion 21-XX-XX was made by Sue Looman to adjourn the meeting at 9:45 am. John Pammer seconded. All in favour.
Carried.