

Meeting Minutes *BIA Board Meeting*



Date: September 9, 2025

Time: 8:30am-10am

Location: City Hall | 52 Frank Street

Currently Meet the Governance Policy with 2 Representatives from the Municipal Council & 7 Directors At-Large

Attendees: Adam Rice, Courtney Sinclair, Mark Holmes, Kaity Phillips, Chris Trakzuk, Cathy Pacheco, Frank Kennes, Julianne Kloss

Regrets: Dan Kiekens, Colin Grantham

1. Call to Order

Meeting called to order at 8:33am

2. Approval of Previous Meeting Minutes

- Approval for August 12, 2025 Meeting Minutes. Motion from Chris, seconded by Cathy. All in favour.

3. Financial Overview

- Updated financials were presented. Highlights included:
 - **August review:** Routine month; primary expenses were **consulting** and **CTV ads**, consistent with prior year.
 - **2026 draft:** Circulated previously (levy proposal at **\$98,500**). No new variances flagged.
- Levy and Budget Planning
 - Proposal set at **\$98,500**; board comfortable with one-time increase approach.
 - Noted Old East Village (London) operates with substantial municipal support despite lower levy; board to learn more.
 - AGM confirmed: Thu, Oct 2, 2025, 7:30–9pm @ Rusty Wrench.
 - Post and printed hand-delivery; question raised on mail-out requirement and access to levy-payer addresses (municipality).
 - AGM agenda + proposed budget (aim to share any municipal feedback beforehand).
 - Board to meet one hour early (6:30pm) for message alignment/Q&A prep.
 - Julianne to contact Bill re: (1) mailing addresses / mail-out process and (2) timing of municipal comments on draft budget prior to AGM.

6. Advocacy & Policy Updates

- None substantive until after AGM. (Smoking by-laws/recycling discussed previously; continue monitoring.)

7. Security

- Dan absent; no new security items reported.

8. Events & Markets

- **Cultural & Art Festival (Sept 20, 2025)**
 - Consolidate artists inside The Wright Place (insufficient uptake for full art crawl).
 - Five “Strathroy, Ontario” large-format vintage-style postcard selfie spots at participating businesses; map + giveaway (entry for visiting all five).
 - Motion: Approve printing five large postcard signs (coroplast; re-usable) and allocate prize + necessary print costs (use existing event line). Moved by Chris Trakzuk, seconded by Cathy. Carried.
 - Grants: Two applications submitted (incl. Middlesex County \$2,500); plan to hire a videographer for event footage (BIA-funded portion).
 - Original H&N timing misses event by two days; pursuing smaller-scale live mural for the day.
 - Canvases and interactive street materials purchased.
- **Halloween Market (Sun, Oct 5 @ Rusty Wrench):**
 - Pending vendor interest (need ~9–10; only a few confirmed). Decision by end of this week.

9. Membership & Directory Updates

- **Open/Coming:**
 - **Papa John’s** – open.
 - **Refresher Bar** – open (acai bowls, salads, juices).
 - **Niko’s** – progressing; about a month out.
 - **Tree Colours** (art supply) – opening **September**; hosting a community canvas at the Night Market.
 - **Cunning Hare** – concept still unclear (likely private bookings).
- Additional: New RMT inside Wild Soul; Provocative Sweets added a private event space; other venues planning social events

10. Municipal Update

- **Sarnia FICE:**
 - Interest: Yes—board supports participating.
 - October preferred (show seasonal flowers/streetscape while in place).
 - Focus list: Access, signage, lighting, safety, BIG DIG considerations.
 - Julianne to coordinate timing with Sarnia; loop in Public Works/Engineering for BIG DIG items.
- **Business Hub:**
 - Letter of Intent: Submitted—BIA interested in renting space to co-locate with Chamber/EcDev, offer meeting room access, and provide member drop-ins.
 - Timeline: Council-driven; multi-year horizon.
- Budget season underway; tough choices ahead.

- Market chatter: Various public discussions on costs/format; clarity needed if privatization pursued (location stipulations).

13. Next Meeting Dates and Adjournment

- Next Meeting: Tuesday, October 14, 2025, 8:30am-10:00am at Town Hall.
- Motion to adjourn by Chris, seconded by Mark. All in favour. Meeting adjourned at 9:53am.