

Agenda
BIA Board Meeting



Date: April 8, 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, Daniel Kiekens, Kaity Phillips, Mark Holmes, Cathy Pacheco, Courtney Sinclair, Chris Traczuk, Frank Kennes, Heather Lalonde, Kaitlynd Topham, Julianne Kloss

Regrets: Colin Grantham

1. Call to Order

Meeting called to order at 8:32am

2. Approval of Previous Meeting Minutes

- Approval for March 4, 2025 Meeting Minutes. Motion from Dan, seconded by Kaity. All in favour.

3. Financial Report (Mark)

- Financial Reports not currently available. Mark will have first quarter prepared for May.

4. Staffing

- Discussion was held regarding increasing Julianne Kloss' hours temporarily to 30 hours/week for two months while a full-time job description and budget plan is developed. Motioned by Chris, seconded by Courtney.

5. Promotions (Chris and Dan)

- Spring Mingle Discussion Topics
 - Three core topics to be shared at the Spring Social: lights carnival concept, examples from other BIA events, and updates from the conference. Focus will remain light and engaging.
- Patios
 - Temporary modular railings proposed as a cost-effective and reusable solution for patios. Awaiting CBO review to proceed with grant applications. Patios would be owned and rented out by the BIA, generating future revenue.
- Gift Boxes

- Proposal to create curated gift boxes (His, Hers, Kids) for the holidays featuring BIA business products. Would require early planning. Strong support from businesses expressed.
- Guest: Kait Topham
 - Motion to approve \$3,604.70 for professional security services from London Security for four night markets. Motioned by Chris, seconded by Cathy. All in favour.
 - 13 vocational markets, 3 night markets, and 7 seasonal booths currently filled by BIA members (valued at \$3,470 in free space).
 - Reviewed Fire Department's response: booths must remain in parking lanes, not centered on the street. BIA will source "We're Open" signs for businesses to improve visibility.

6. Beautification (Kaity)

- Fall-planted bulbs did not grow due to cold. Plan to pre-sprout and plant in spring next year. Brittany offered to cover the cost.

7. Communications (Mark)

- Plan to expand video content to spotlight downtown businesses.

8. Business Advocacy (Adam and Courtney)

- Proposal for weekly rotating ads at \$400/month (single-sided) or \$700/month (double-sided) in BIA. Businesses would share cost. Potential cost: \$100/month per business.

9. Security (Dan)

10. New Business

- Membership and directory updates.
- Chamber of Commerce has asked if we would be interested in sponsoring their "Downtown Beautification Award" for \$750: get two event tickets, BIA logo on marketing, and present the award. Would be limited to BIA members. Motion by Dan to decline, seconded by Cathy. All in favour.

11. Municipal Update

- Internal staffing updates underway (new interim CAO, Fire Chief, CBO pending)
- Municipal customer service strategy in development, stakeholder consultation end of April. BIA invited.

12. Other Business

13. Next Meeting Dates and Adjournment

- Next Meeting: Tuesday, May 13, 2025, 8:30am–10:00am at Town Hall.
- Motion to adjourn by Cathy, seconded by Dan. Meeting adjourned at 10:00am.