



### **Call to Order**

The Annual General Meeting of Strathroy's BIA was virtually called to order on May 26, 2021 at 6:40 pm.

### **Attendees**

Voting members in attendance included Robin Tiller, Jerrika Geneau, Chris Traczuk, Sue Looman, Marie Baker; John Pammer; Demetri Makrakos; Samantha McKichan (Jooyce Salon) (sj.mckichan@gmail.com); Donna Pammer (Men's Shop & Her Boutique); Cate O'Neill, (Healthy You Laser Centre); Jeff Calcutt (Downtown Sound Again); William Samplonius (H & N Tax Services).

### **Approval of Minutes**

There were no minutes from the previous AGM.

### **Actions/Main Motions**

### **Introduction of Board Members**

Chair, Robin Tiller introduced the members of the BIA Board for 2021.

### **General BIA Structure and Governance overview – Demetri Makrakos**

Demetri Makrakos presented a PowerPoint that gave a brief overview of the role and function of the BIA on behalf of its members.

### **Treasurer's Report – Sue Looman**

Sue Looman presented the financial report for year end 2020. At the end of the year, there was still \$17,054 Dickens Dollars to be redeemed, but we have recovered most of those by now. Sue committed to emailing everyone in attendance regarding what the COVID expenses consisted of and how successful the Facebook promotions were – Sue clarified that we are not currently doing any Facebook promotions. The BIA subsidized the patios a nominal portion of \$2000.

**Motion** to approve the financial report – Chris & Marie – Carried.

Sue Looman presented the Budget for 2021. The year is a bit up in the air due to the ongoing COVID lockdown, so if everything goes according to our prediction, the budget will leave us with a \$16,000 surplus which we will put into Reserves for future years.

Motion to approve the 2021 Budget - Demetri and Sue – Carried.

### **BIA Promoter – Chaun**

Chaun presented a brief PowerPoint presentation on the success of the program that he launched a few months ago on behalf of our downtown businesses. The return on investment has been good. We have 6 campaigns ongoing. The Strathroy Deals Club becomes an anchor for anything you do. Chaun is looking forward to speaking with the business owners over the next few weeks individually to determine how best he can assist our businesses moving forward into the reopening. Chaun thanked the membership for their participation in the program.

### **Farmers Market – Chris Traszuk**

It was good to see the Market back on the main street again this year. Last Saturday was the first day of the market and there were about half of the vendors who have committed for the season there. There will be many more once things open up more.

### **CTV Commercials – Sue Looman**

Sue presented a PowerPoint that was provided by CTV on the reach of the commercials. They reach roughly 270,000 viewers per week. The cost per month is \$125 per business. That gets 23 ads throughout the month at different times of the day. They will use our ads to fill in spots that they have nothing to fill in with, so currently that has translated to an additional 570 ads that we have not had to pay for. Sue is looking for commitments for the next round of ads by June and she will be asking for post dated cheques to cover the cost. Sue is going to be sending out an email this week asking our businesses to commit to new ads by June 7<sup>th</sup>.

### **Beautification Committee Report – John Pammer**

We take care of flower pots, flags, eventually possibly some Christmas decorations. We work currently with Thuss Greenhouses and Rob Lilbourne, Director of Community Services with the Municipality to ensure that flowers get ordered, hung/planted and watered regularly. We will be looking at possibly ordering a different species of flower in the future as well as watering them a little more regularly than 3 days/ week to ensure that they stay looking fresh and beautiful throughout the season.

### **Communications Committee Report – Robin Tiller**

We have our Instagram and Twitter accounts which are @downtownstrathroy. We have a Downtown Strathroy Facebook account as well as email and a website. We have a link to our minutes through the municipal website. We have over 2000 followers on Facebook. When we do an email blast, our open rate is just over 50%.

### **Business Advocacy Report – Demetri Makrakos**

To date \$65,000 of \$75,000 of the Dickens Dollars have been spent in our community. These have come through 24 businesses. Just a reminder that the dollars expire June 30, 2021 and we are giving our businesses until July 31, 2021 to redeem them. The pop up patios will be delivered within the next 2 weeks and we will have them for the next 4 months. The cost is being covered through a grant and the businesses using them, with the balance being covered by the Municipality.

### **Other Business**

## **Victorian Christmas**

We are not sure what this will look like for 2021. We are looking for input and suggestions. We would be open to volunteers to sit on a sub-committee to assist with Victorian Christmas. Donna Pammer agreed to assist with this. Donna also would like to see us dialogue with the Municipality to really improve the Christmas decorating.

## **Main Entryway signage**

Is there something that can be constructed at the main intersection into downtown that can introduce the downtown? It was recommended that those interested contact the Department of Community Services and make recommendations to the Wayfinding Strategy group who are coming up with an Overarching signage strategy for the Municipality moving forward.

## **Additional Board Members**

We are looking for 2 new Board Members to join our ranks. Please reach out to your contacts. Even if people aren't interested in being full Board Members, we would be pleased to have membership join committees too.

## **Graffiti**

A question was asked about what is being done about the consequences for the few members of the community who are being destructive towards our downtown property. Marie suggested that one of the projects the PTP has on its radar and would be looking for a community partner to participate in is the construction of graffiti walls for creative outlets for our budding artists. It was suggested that the few people doing this tagging would not likely take part in such a thing and continue with their destructive ways when there does not appear to be any consequence for their actions. The BIA asked the questioner if he had some suggestions as to how we might get involved to proactively come up with a solution and he agreed to get back to us with some ideas.

## **Adjournment at 8:00 pm**

**Motion to adjourn – Demetri Makrakos, seconded Chris Traczuk**