

Agenda
BIA Board Meeting



Date: March 4, 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, Heather Lalonde, Deputy Chief Brent Cushman, Julianne Kloss

Regrets: Chris Traczuk, Frank Kennes, Colin Grantham

1. Call to Order

- Meeting called to order at 8:33am

2. Approval of Previous Meeting Minutes

- Approval for February 11, 2025 Meeting Minutes. Motioned by Kaity, seconded by Courtney. All in favour.

3. Financial Report (Mark)

- Mark is offering to keep bookkeeping in house and will handle budget and statements. Meeting with Sue to discuss. Will need a QuickBooks account. Motioned by Kaity, seconded by Cathy. All in favour.
- MainStreet Credit Union Signing Authority has been updated, with signing authority being given to Adam Rice, Daniel Kiekens and Mark Holmes.
- January and February Financial Reports unavailable at this time, but now that Mark has access to the account he will provide January, February and March's reports at our next meeting.

4. Promotions (Chris and Dan)

- Need a letter for the Mural Proposal. Dan to discuss with Adam and Julianne.
- Strathroy Business Connection Network Meetings postponed until after the Spring AGM. Chamber of Commerce has hired a director and they will be continuing Biz after Biz events. We would still like to run separate BIA events on a different day and week of the month for business advocacy and separation from the Chamber and Municipality.
- Event date for the Spring AGM will be Thursday, April 10th from 7:30pm-9:00pm. To be held at Cookie Bar.
- Will discuss some BIA events for the year at AGM (Strathroy-licious, prohibition tour, etc.)

5. Beautification (Kaity)

- No updates at this time.

6. Communications (Mark)

- Need to update emails for our members. Mark has suggested we initiate a “Street Captains” system, where each executive member handles a specific area to gather information to update emails and confirm emails in the area. Also ask if they would prefer email or hardcopy. If hardcopy, Mark has volunteered to hand those out to members. Julianne will create a flyer with a QR code to hand out to businesses to get that information updated.
- Adam recommends we create some videos for our social media and website to explain what the BIA does. Julianne and Adam will discuss.

7. Business Advocacy (Adam and Courtney)

- Cathy had suggested the BIA purchasing advertising space on the digital billboards in town to advertise businesses in the BIA. Could also look into advertising through the hospital since that money goes directly back into supporting the community, as well as Synergy Realty’s sign. Julianne will reach out to Sue to discuss using the ad in a similar way to the CTV commercials, get a number of different businesses each month to offset the cost and share the advertising space. Could use it as an incentive to encourage attendance at AGM and other events (draw a winner for a monthly spot)
- Discussed the option for Night Markets to have booths in the middle of the road back to back as opposed to against the sidewalk, to encourage people to walk down the sidewalk and see the businesses. The municipality has thought about this, and it is unable to be done this way due to emergency vehicle access. Need enough space on the road to get an emergency vehicle down the road. We could move the booths to one side and have them alternate directions so that they are still walking down both sides of the street and seeing the businesses as well as the booths. Alternate which side of the road they are on each month. Julianne will invite Kaitlynd Topham to the next meeting to discuss options.
- We could also offer a grant to businesses to purchase a tent or table and encourage more businesses to utilize their free booth space for the markets each year.

10. Security (Dan)

- Guest Deputy Chief Cushman is requesting the BIA’s support for Strathroy Police’s grant application for CCTV Cameras. They are looking into getting 22 cameras across the municipality, with the majority in Strathroy (4-way cameras count as 4 cameras.) Chatham Kent initiated the grant and the Chatham BIA has strongly encouraged the initiative, even providing \$30,000 in funds to expand. Cameras will not be constantly monitored, will be used to be reactive to situations (for collisions, missing person cases, gas theft, vandalism, etc.) It will be approved for privacy assessments. Entry points captured by ALPR, there are regulations for how you can use the information. Other municipalities have offered grants for a CamSafe program and providing grant funding to cover security cameras for business owners. There is currently not a policy for the CCTV systems but Deputy Chief Cushman will provide that information and Courtney will review. Could be used to monitor night markets in real time. Approval motioned by Cathy, seconded by Dan. The motion is

carried with all but Courtney in favour.

11. New Business

- Membership and directory updates: Provocative Sweets is opened. Muggs will be opening later this month. Nooners will be opening where WOW Pierogies was, and a kids play place will be going in the old Strathroy Sports location.
- Discussed looking into expanding the BIA area down Caradoc Street. The Ottawa BIA recently expanded from 3 blocks to 39 blocks. Julianne will look into the process, Courtney will review the Municipal By-Laws.

12. Municipal Update

- Heather and Julianne will be meeting with Donna from the Chamber of Commerce to discuss a collaborative initiative to support local businesses, especially in the wake of the newly implemented tariffs.
- Heather has worked with OMAFA and will be hosting a Teeny Tiny Summit in June.
- There will be an upcoming Agriculture/Farmers event coming up as well

13. Other Business

- OBIAA is offering a grant for the upcoming Conference to help smaller levy BIA's who haven't attended the conference in the last 5 years. The bursary is for \$1,500. Julianne applied and we will hear back by March 14th. The conference has been booked for Adam and Julianne. If we get the funding, we can either use it to cover one of the members already attending, or we can extend the invite to bring the Vice Chair Dan as well.

14. Next Meeting Dates and Adjournment

- Next meeting will take place at Town Hall on Tuesday, April 8th from 8:30am-10:00am.
- Motion to adjourn by Courtney, seconded by Dan. Meeting adjourned at 10:00am.