



Call to Order -

The Executive Meeting of Strathroy's BIA will be held on Wednesday, February 9th, 2022 at 8:00 am via Zoom.

Attendees

Voting members in attendance included Robin Tiller, John Pammer, Sue Looman, and Chris Traczuk.

Regrets: Jerrika Geneau, Bill Dakin and Marie Baker

Guests

Kaitlynd Topham

- Introduction of Kaitlynd Topham - Municipality of Strathroy-Caradoc, Events & Booking Coordinator

Approval of Minutes

-it was noted that **Motion 21-01-03** needed revision to read **Motion 22-01-03**

Motion 22-02-01 was made by Sue Looman to accept the minutes of the January 12th, 2022 meeting.

Chris Traczuk seconded. All in favour. Carried.

Actions/Main Motions

CTV Contracts

Going well no new progress. Outstand payment from Imagination Created still outstanding.

Proposed new office space

No update.

Update on empty Board Seats

No update.

Treasurer's Report – The financial statement was circulated.

Motion 22-02-02 was made by John Pammer to accept the financial report as presented. Seconded by Chris Traczuk. All in favour. Carried.

The 2022 Budget was present and reviewed. It was decided to revise the streetscape amount and update for the amount for tax levy 2022. Budget was sent back for updates and an on-line vote to approve once complete.

ON-LINE VOTE TO APPROVE 2022 FINAL BUDGET scheduled for February 24, 2022.

Sue Looman reported that Demetri has now been removed from banking and replaced with Marie Baker.

Promotions Report

Kaitlynd Topham reported that the Municipality is now in charge of the Downtown Market. The previous Market Board dissolved. There are a few event downtown that are being contemplated, but nothing is solidified. Strathroy Pride is in planning stages for July 16th.

Beautification Report



John Pammer has supplied all the information required for the double hanging baskets. A vote will be held at the March Board meeting.

Communications Report

Robin Tiller presented the mail chimp survey on the Downtown Christmas Event. To summarize, the event was enjoyed by those who attended. More participation is needed from business's to make the most of the event. This could be achieved by earlier planning and more communication. Goal for 2022 - plan and communicate earlier. Book carriage rides now. Create awareness by direct contact with merchants. Robin is working on a BIA info package.

Business Advocacy Report – No update.

Security Committee Report – No update.

Other Business

Tabled to next meeting : (John Pammer CONFLICT) advertising opportunity, BestVersionMedia.com - monthly local magazine, focused on local events/businesses/people. (Waiting for cost to be submitted.) Ad can be changed each month...perhaps could be used to highlight a BIA business each month.

Tabled to next meeting : 2022 Focus activities list and form 2022 Christmas Event Committee.

Upcoming Meetings

BIA Board meeting, Wednesday, March 9th, 8:00 am.

Communications meeting Wednesday, February 15th CANCELLED.

General Member meeting, tentatively schedule as a summer bbq - date to be determined.

Adjournment

Motion 22-02-03 to adjourn by Chris Traczuk.

Seconded by John Pammer. All in favour. Approved.