



Call to Order

The Executive Meeting of Strathroy's BIA was virtually called to order on January 12, 2022 at 8:04 am.

Attendees

Voting members in attendance included Robin Tiller, Sue Looman, Marie Baker; John Pammer; Chris Traczuk and Bill Dakin. **Regrets:** Jerrika Geneau.

Guests: Kim Oliver and Donna Pammer

Wrap up of Small Town Christmas

The Committee set out to do everything they wanted to accomplish. They completed all the tasks they set up with the exception for a couple. Their observation is that, as in the past, there was lack of participation by many of the members. The committee of 6 ended up being just 2. They would like to give it a try again but start the planning in August. They would like to have an event similar to the event that was held at WMMC which had support from the SCPS, the Fire Dept and the Municipality. There was a desire expressed to have more municipal support for the events.

Bill committed Caitlin (the new Booking and Events Coordinator at town hall) to sit on the Christmas event planning committee.

Robin will send out a SurveyChimp to all the BIA members to find out how they felt about the Small Town Christmas event.

Approval of Minutes

Motion 22-01-01 was made by Bill Dakin to accept the minutes of December 1, 2022 meeting. Sue Looman seconded. All in favour. Carried.

Actions/Main Motions

Proposed new office space

No updates.

Update on empty Board Seats

Robin intends to start going around to businesses again this year to encourage participation and make connections. Robin spoke with the store manager at True North Cannabis Company and she has been on a previous BIA Board. She expressed some interest in possibly joining our Board.

Liability insurance for BIA Board Members

Bill advised that we are covered under the Municipalities liability insurance. He will look into what is involved and if the insurer requires any of our personal information.

Motion 22-01-02 was made by Sue Looman to remove Demetri Makrakos and add Marie Baker as a signing officer. John Pammer seconded. All in favour. Carried.

Treasurer's Report – The financial report was circulated and presented by Sue Looman.

Motion 22-01-03 was made by Bill Dakin to accept the report as presented. Marie Baker seconded. All in favour. Carried.

Promotions Report – Chris has been chatting with Caitlin and the two of them are also looking at planning some events for 2022. He is quite excited about her support and participation.

Communications Report – Jerrika was not at the meeting. Robin said that she was working with the social media person we hired by contract to push out communications during December. The last two weeks of the communications to members have mostly been about the responsibilities of the business owners with respect to COVID regulations. We want to expand our communications with the Chamber of Commerce as a great resource. Now that the social media contract is done, how do we increase our social media posts? Do we need a summer student? An intern? Or do we work to assist our members to promote their own businesses.

Perhaps we can think about a social media training seminar for our members to help them promote their businesses.

Beautification Report – It was determined that the poles in the downtown core could hold the double hung baskets but anything outside of the core would be a single. Previously we had 32 baskets and now we have ordered 74. There will be 42 new brackets added. The flower order has been submitted to Thuss Greenhouses already and Rob Lilbourne was getting the cost for the extra baskets. The total cost for the flowers is \$7765.22 and we will get the quote from Rob for the extra brackets. Once we have the total cost of this expense, we will get a motion to approve.

Business Advocacy Report – Bill reported that the Municipality is in the process of interviewing for a new Economic Development Coordinator and that person will be participating on our committee.

Security Committee Report – No update.

Other Business

Event Planning for 2022

Difficult to plan with COVID still circulating. We will wait to see what events Chris and Caitlin are planning and try to work with or around those events. If you have any big ideas, please circulate them to the committee. The Shops on Sydenham are planning a couple of spring and summer events that will be communicated with the BIA to help bring people into the core.

Next General Meeting

We would like to have an in-person meeting so we are thinking about doing it as a BBQ and meeting for members in the park. Hopefully we are out of COVID restrictions by the summer.

Next Meeting(s)

Executive Meeting: Wednesday, February 8, 2022 at 8:00 am.

Communications Committee: Wednesday, February 15, 2022 at 9:00 am.

Adjournment

Motion 22-01-03 was made by Sue Looman to adjourn the meeting at 9:27 am. Bill Dakin seconded. All in favour. Carried.