



Call to Order

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

Attendees

Voting members in attendance included Robin Tiller, Sue Looman, Chris Traczuk, Joanne Vanderheyden and Jerrika Geneau

Regrets: Michael Buranyi, John Pammer, and Meredith Chatelain

Guests: none

Approval of Minutes

Motion 22-06-19 was made by Joanne Vanderheyden to accept the minutes of May 11th, 2022, meeting (with corrected Motion numbers). Sue Looman seconded. All in favour. Carried.

Actions/Main Motions

Update on CTV contracts

Violet's of Strathroy took over the remaining contract from The Loft as of April 13th. CTV contracts currently at 11 spots (with 2 new applications). Contract negotiations (for timeslots) start June 9th within CTV.

Proposed new office space

No update.

Update on empty Board Seats

Congratulations to Meredith Chatelain, new Board member (Yellow Brick General) as of the May 16th Municipal Council meeting approval. Nathan Wilcox (Violets of Strathroy) has also shown interest in joining the board.

Liability Insurance for Board Members

Insurance policy has been received, sent to Board members, and will become part of the BIA Board Governance Package.

Treasurer's Report— The financial statement was circulated and presented by Sue Looman. The Streetscape line has been adjusted for the metal plant hangers and will be further updated when the Thuss Greenhouse bill is received.

Motion 22-06-20 was made by Joanne Vanderheyden to accept the financial report as presented. Seconded by Jerrika Geneau. All in favour. Carried.

Promotions Report - The Downtown Market seems to be well attended and the business's have been informed/preparing for Hometown Festival this weekend (Front/Frank will be closed for the car show, bringing allot of visitors to the BIA area).

Beautification Report - Double hanging baskets have been installed on the lamp posts. The street planters have been filled, and a tribute to the Ukraine (metal painted sunflowers) has been added (and well received).



Communications Report – Mail Chimp Campaigns

- BIA Spring Member Roundup (307 recipients/open rate 44.3 %)
- Graffiti contact info (307 recipients/open rate 42.3 %)
- CTV Commercial info (313 recipients/open rate 47.9 %)
- social media posts revolving around market fyi + parking enforcement

Business Advocacy Report – The temporary patio by-law was approved at Council June 5th. With respect to the actual implementation of the patios, the patio operating company will hold the patios for us as we work through the required due diligence (i.e. the by-law etc.). With respect to the potential funding, we have been approved for a small amount through the Middlesex Tourism Sponsorship, but we are still awaiting a decision on the Tourism Relief Fund (TRF). As you are aware, the municipality has also looked at the possibility of using the Community Improvement Plan to help offset the costs of the patios should the TRF application not pan out. We have looked at the various streams of the CIP and there is concurrence that it could fit under section 5.7 – Public Art & Interim Use. Specific to the businesses that wish to implement outdoor patios in the Strathroy BIA area, the BIA would apply for the CIP on their behalf and then equally disburse the funds to help lessen the overall cost. The reason for the BIA to apply on behalf of the 4 interested businesses is because the municipality would be proceeding with the rental of the patios and we cannot apply to a CIP we oversee or to do so on behalf of specific businesses. The individual businesses would also not be able to apply as they aren't the ones that would be renting from the subject company, as it would be through the lease arrangement with the municipality. This option will be explored further or undertaken if we are not successful in receiving the grant from the TRF.

Security Committee Report – There was an e-blast to the BIA membership on the service that is being offered by a company that will help clean up graffiti in the downtown of Strathroy. As the treasurers report states, it had an open percentage of upwards of 40%, which is considered above average for open rates. However, even though Rob Lilbourne and I were both listed as contacts to approach for those that were interested, neither have received any e-mails of interest. Sue Looman suggested the next communication involve the name of company involved and going personally to each business owner to encourage participation in the program.

Other Business

Town Event List - in Bold is confirmed, added to BIA event calendar

2022 - first Wednesday of each month - STRATHROY CAR CLUB, MEETS BEHIND DUKE, SHOPS ON SYDENHAM

2022 - every Saturday DOWNTOWN STRATHROY MARKET - contact Kaitlyn

2022-06-10 HOMETOWN FESTIVAL - STRATHROY CARADOC CRUISERS CAR CLUB - contact Mary Wright (548-888-4364).

2022-06- 10,11 + 12 HOMETOWN FESTIVAL -June 10-12. 2022 Alexandra park contact Dave Brock (519-871-8967 dabrock@rogers.com).

2022-07-08 + 09 - RIBFEST

2022-07-16 PRIDE IN THE PARK -contact Frank Emanuele

2022-08-06 FEAST ON FRONT



2022-09-17 FALLING LEAVES FESTIVAL - contact Jerrika Geneau

2022-09-09 STRATHROY CHAMBER OF COMMERCE GOLF TOURNAMENT - contact Shaun McGill

2022-10-29 STRATHROY BIA BUSINESS TRICK OR TREATING

2022-11-19 WINTERFEST - contact Kaitlyn Topham

2022-11-19 STRATHROY CHRISTMAS PARADE - contact Kaitlyn Topham

2022-12-03 STRATHROY BIA CHRISTMAS EVENT - contact Robin Tiller (horse and carriage booked Dec 3rd, \$ 750.00)...waiting for contract

New Business

No action has been taken yet on a BIA coordinator/social media contract position.

Businesses are preparing for Hometown Festival - with the restaurants hoping for one of the busiest days of the year.

Next Meeting(s)

Executive Meeting: Wednesday, July 13th, 2022, at 8:00 am via zoom

General Member meeting, tentatively moved to second week of September as a BBQ – date to be determined

Adjournment

Motion 22-06-21 was made by Sue Looman to adjourn the meeting at 8:40 am. Joanne Vanderheyden seconded it. All in favour. Carried.