



Call to Order

An Executive Meeting of Strathroy's BIA was held on Wednesday, April 12th, 2023 at 8:30 am, at City Hall with Zoom option. Meeting commenced at 8:37.

Invitees

<input checked="" type="checkbox"/> Colin Grantham	<input type="checkbox"/> Frank Kennes	<input checked="" type="checkbox"/> Nathan Wilcox	<input checked="" type="checkbox"/> Daniel Kiekens
<input checked="" type="checkbox"/> Sue Looman	<input checked="" type="checkbox"/> Kaity Phillips	<input type="checkbox"/> Courtney Sinclair	<input type="checkbox"/> Chris Traczuk
<input type="checkbox"/> Meredith Chatelain			

Regrets

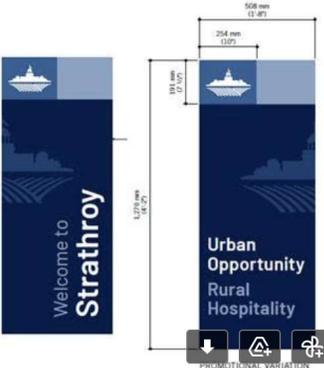
Meredith Chatelain, Frank Kennes, Chris Traczuk, Courtney Sinclair (Zoom connection issues)

Main Motions/Upcoming Actions:

Motion:	Update/Next Steps:	Motion to Approve:	Second Approver:	Voted:
Approval of Previous Meeting Minutes (Wed. Mar 8th, 2023) <i>2023-04-14</i>	A motion will be made to approve the minutes of the Wednesday, March 8th, 2023 Executive meetings.	Sue	Colin	Yes
Board Seats for 2023/2024:	Currently meet the Governance Policy with 2 representatives from the Municipal Council & 7 directors at-large	N/A	N/A	N/A

Officer's Reports

Motion:	Update/Next Steps:	Motion to Approve:	Second Approver:	Voted:
1. FINANCE <i>Sue Looman</i> <i>2023-04-15</i>	TREASURERS REPORT <ul style="list-style-type: none"> • Interest has gone up Feb-March • Received dividends and is now recorded 	Nathan	Kaity	Yes
2. PROMOTIONS <i>Chris Traczuk</i>	No updates	N/A	N/A	N/A
3. BEAUTIFICATION <i>Kaity Phillips & Nathan Wilcox</i>	<ul style="list-style-type: none"> • 2023 Thuss Green House invoice outstanding - Spring planters • Moving forward with Christmas Décor updates as there is already a reserve for this project (Shooting Stars): <ul style="list-style-type: none"> - Metal to be repainted, Light bulbs to be replaced <ul style="list-style-type: none"> o new bulbs should last 8-10 years 	N/A	N/A	N/A

	<ul style="list-style-type: none"> ○ Approx. \$2,000.00 for bulb replacement. Municipality will order lights, provide the labour to repaint stars, and install the lights • Banners: <ul style="list-style-type: none"> - The current banners on signage posts downtown are needing replacement due to wear and tear. - BIA has an opportunity to have updated BIA branded banners added - if not, the municipality will add Strathroy-Caradoc banners  <ul style="list-style-type: none"> - Are there signage posts in the surrounding BIA areas (not just downtown core) that we can include the new banner on to show the entirety of the area? • "BIA 150m" sign on the corner of Frank and Metcalfe. Confirm if there are others around the perimeter of the BIA area. The BIA is not just limited to the downtown core as this sign may interpret. 			
4. COMMUNICATIONS <i>Meredith Chatelain</i>	Update on Behind the Business posts - "Communications" role should be taken over by the BIA employee.	N/A	N/A	N/A
5. BUSINESS ADVOCACY <i>Courtney Sinclair & Dan Kiekens</i>	Patio's - Outstanding unpaid Invoices from previous years - Nathan to review/follow up. - Organization and implantation of patios has previously been facilitated by the Economic Development team - BIA does not have the manpower to facilitate this. Colin to follow up.	N/A	N/A	N/A
6. SECURITY <i>Dan Kiekens</i>	Previous issues/initiatives have included: - Graffiti and removal (request info from Rob Liliborne) - 2 hour parking limit - Dan to meet with to By-law officer for a better understanding ○ How do we help the by-law officer/allow the customers to shop ○ Should there be additional signage added for long-term parking?	N/A	N/A	N/A

Upcoming Discussions/Parking Lot:	Update/Next Steps:
Brainstorm committee activities and potential committee members	<ul style="list-style-type: none"> • What are two things each of our committees can do? <ul style="list-style-type: none"> • What are ways we can bring people into the core? • Committee meetings are required to have meeting minutes

Brainstorm new paid role and what it might look like	Meeting attendees agreed on 20 hours a week at \$20/hour, but full approval by all is required. Nathan or Kaity to send through for final approvals.
CTV Commercial contracts update	<ul style="list-style-type: none"> • Violet's is interested in another commercial • Additional opening currently available <ul style="list-style-type: none"> • Meredith to post on Facebook page about CTV Commercial
BIA Information Packages	<ul style="list-style-type: none"> • Nathan to create one page info sheet • Nathan to send out newsletter/PowerPoint
Add Frank Emanuele to the Agenda for May	Strathroy PRIDE (May)
Strathroy Market - Kait Topham ktopham@strathroy-caradoc.ca	<ul style="list-style-type: none"> • Night Markets: May 20th & August 6th (should we consider putting out a booth?) • Looking to have markets on Front St only • Once they have hired a coordinator, will confirm full dates
Electronic solution to Dickens Dollars	<p>Andre Cohen acohen@hellonetwork.ca -Hello - electronic solution for</p> <ul style="list-style-type: none"> ○ Set up costs vs usage and longevity ○ Robert at the Municipality
Hometown Festival, June 16th to 19th downtown and in Alexandra Park	Update membership with Weekend and Car Show Info (Streets will be closed between 1:00 pm and 10:00 pm on Friday, June 16th)
BIA Member Social or host Biz after Biz with Chamber of Commerce	Thursday, July 27th
Small Town Christmas (Hometown Christmas)	Friday, Nov 25th or Saturday, Nov 26th?

New Business's In/Business's Out of Area

- OK Art Studio
- Mexicolombian Market

Upcoming Meetings:

Board Meeting - May 10th from 8:30 - 10:00 @ City Hall or Zoom
General Member meeting 2023 - date to be determined.

Motion to Adjourn

Motion - 2023-04-16 Dan, seconded by Sue.