

**Meeting Minutes**  
**BIA Board Meeting**



**Date: February 11, 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, Chriz Traczuk, Kaity Phillips, Frank Kennes, Colin Grantham, Heather Lalonde, Cathay Pacheco, Mark Holmes, Julianne Kloss

**Regrets:** Courtney Sinclair

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**1. Call to Order**

- Meeting called to order by former Vice President Frank Kennes at 8:30am.

**2. Approval of Previous Meeting Minutes**

- Approval for January 21, 2025 Meeting Minutes. Motioned by Chris, Seconded by Kaity. All in favour.

**3. Election of Executive Positions**

Chair - Adam Rice	Vice Chair - Daniel Kiekens
Secretary - Kaity Phillips	Treasurer - Mark Holmes

- Motioned by Chris, Seconded by Kaity. All in favour.

**4. Establishment of Committees**

- Promotions (Chris, Dan) - Motioned by Kaity, Seconded by Chris. All in favour.
- Beautification (Kaity) - Motioned by Frank, Seconded by Dan. All in favour.
- Communications (Mark) - Motioned by Chris, Seconded by Dan. All in favour.
- Business Advocacy (Adam, Courtney) - Motioned by Dan, Seconded by Chris. All in favour.
- Security (Dan) - Motioned by Chris, Seconded by Dan. All in favour.

**5. Financial Report**

- Motion to approve Mark to be treasurer, Adam and Dan to have signing authority. Motioned by Kaity, seconded by Chris. All in favour.

- Motion to remove Nathan, Kaity, Sue and Courtney from signing authority. Motioned by Kaity, seconded by Chris. All in Favour.
- Bookkeeping will be passed off to H&N for 3 hours per month at \$50/hour. Motioned by Chris, seconded by Kaity. All in favour.

## 6. Promotions

- Dan Proposing that the BIA write a letter to apply for a grant for a Mural on the side of his building. Has been in contact with Ola Volo, a Canadian mural artist who has completed well known projects such as London Grand Theatre. Looking to create a large-scale mural that will enhance the vibrancy of our downtown core, attract visitors, and encourage foot traffic to local businesses. The grant is through the Wright Foundation, and we would be asking for a total of \$18,000. The mural's theme will be developed by the artist through research and engagement, ensuring it resonates with our community. Work is scheduled to begin in early May 2025. Motioned by Kaity, seconded by Chris. All in favour. Frank abstained from vote as he is a board member at the Wright Foundation.
- Dan, Chris and Adam will be planning a Promotion Committee meeting to begin planning for a regular networking meeting, currently proposed for Thursday or Friday Nights Monthly known as "Strathroy Business Connection Network." It would encourage more direct advocacy, meet more business owners, talking person to person. Could run potluck style. Ensure that people understand the reach and scope of the BIA. Casual pop-in style.
- Recommended that we reach out to Kay Matthews from the OBIAA to come talk to the BIA Board and members.
- Event where people can collect their grant money in the future, encourage more face to face interactions. Could also use as an opportunity to launch some grants.
- Come up with schedule of events to hand out at first event
- Invite entrepreneurs/business owners outside of the BIA to an event to encourage filling gaps in the downtown core
- Colin will promote the BIA with his free air time "Minute for a Mayor"
- Poll to find out if businesses would you be interested in hosting, attending, preferred timing, etc.

## 7. Beautification

## 8. Communications

- Survey Results from 2025 BIA Planning Survey, we had a total of 9 submissions and we will run a draw for 3 winners to get a \$100 gift card from a BIA store of their choosing. Motioned by Dan, seconded by Kaity. All in favour.
- Mark has offered a quarterly BIA Banner Column through the Middlesex Banner. Would begin on the 4th Wednesday in March, and run every quarter after that.

## 9. Business Advocacy

## 10. Security

- CCTV camera, security camera grants for Mt Brydges, Strathroy, Campbellville. Traffic and security focused. If there is something that happens, they'll be able to access the recordings for information. Applied for a grant. Colin can invite Deputy Chief Cushman to discuss what is happening. Could possibly lower businesses insurance.
- Colin says light bulbs will be replaced downtown, and should improve current lighting and security downtown.

## 11. New Business

- Updates on the move of BIA storage.
  - Dan will store in basement, Sue will send file to H&N
- Membership and directory updates.
  - O'Joe Officially opened
  - Provocative Sweets coming
  - Muggs Clay Room will be opening in March
  - Turbo Nerd

## 12. Municipal Update

- Information or updates from municipal representatives.
- Big Dig
  - Budget was approved for municipality. 4.5% increase in taxes. Capital will be wrapping up, a lot of water and sewer and queen street will be finished up. Fire Station will be done sometime in May or June. Big Dig Strategic Planning meeting to talk about downtown revitalization. Not happening this year, most likely 2027.
  - Need to look into other solutions for sidewalks. Sidewalks are very uneven, ice accumulates in the dips and the plow cannot fully remove the snow because of how uneven they are. If Big Dig is not happening in the near future, other solutions need to be considered. Frank says Council and Municipality will look into it.

## 13. Other Business

- Motion to approve OBIAA Conference for Co-Ordinator and Executives. Motion to approve made by Frank, and seconded by Kaity. All in favour.

## 14. Next Meeting Dates and Adjournment

- Motion to move date of next Meeting due to March Break. Meeting will be moved to March 4th at 8:30am. Motioned by Dan, seconded by Kaity. All in favour.
- Motion to adjourn meeting at 10:04am. Motioned by Chris, seconded by Kaity. All in favour.
  - Chris, seconded by Kaity. All in favour.