

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



**Date: August 12, 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, Courtney Sinclair, Mark Holmes, Daniel Kiekens, Kaity Phillips, Chris Trakzuk, Cathy Pacheco, Colin Grantham, Julianne Kloss

**Regrets:** Frank Kennes, Heather Lalonde

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## 1. Call to Order

Meeting called to order at 8:37am

## 2. Approval of Previous Meeting Minutes

- Approval for July 8, 2025 Meeting Minutes. Motion from Dan, seconded by Kaity. All in favour.

## 3. Financial Overview

- Updated financials were presented. Highlights included:
  - 12 advertisers confirmed on CTV commercial.
  - Adjusted last four months of 2025 to reflect accurate portion of advertising revenue.
  - Updated municipal contribution now confirmed for 2025.
  - Consulting fees and office supplies remain unchanged.
  - Reimbursement approved for **five months of QuickBooks fees** paid by Julianne.
- Banking and Credit Card Discussion
  - Options reviewed for Main Street Credit Union:
    - Corporate credit card (\$3,000 limit) vs. debit card.
    - Credit card requires board motion; debit card requires 3 years of financials.
  - Discussion on guarantees, name on card (corporate vs. individual), and transition issues when staff change.
  - Libro Credit Union also discussed as potential alternative.
  - **Motion:** To pursue a corporate credit card through Main Street Credit Union, with a \$3,000 limit for BIA Coordinator (Julianne). If not possible, explore alternatives (Libro, debit Visa).
    - Moved by: Colin, seconded by Dan
    - Carried.
- Levy and Budget Planning
  - OBIAA levy call provided clarity:
    - Members do not vote on budget, presented for transparency only. Final approval rests with

Council.

- Current levy is one of the lowest in Ontario (ranked 7th lowest out of 59 BIAs).
- Comparable BIAs: ~90–111k budgets. Strathroy is at \$51k.
- Staffing: Strathroy operates with ~60% fewer staffing resources than peers.
- Proposal:
  - Raise levy from \$51,000 to \$90,000–\$95,000 to align with averages.
  - One-time increase preferred over incremental increases.
- Draft budget circulated; further revisions required before submission to municipality. Will be approved via email before sent out.
- Comparison with Exeter showed they spend less on watering, but may have provided fewer services.
- Retroactive motion to approve withdrawal of \$5,000 from reserves to fund murals. Moved by Dan, seconded by Chris. Carried.

#### 4. Staffing Structure Discussion

- Proposal from municipality:
  - Make BIA Coordinator a **municipal employee**, with BIA reimbursing municipality annually.
  - Would provide benefits and stability for position.
- Board in favour of exploring this arrangement.

#### 5. AGM Planning

- **Date:** Thursday, October 2, 2025, 7–9 p.m. at Rusty Wrench.
- Agenda to include budget presentation  
Communication strategy to highlight transparency, with possible incentives (gift card draws, new Downtown Gift Boxes).

#### 6. Advocacy & Policy Updates

- **Smoking By-laws:** Complaints about cannabis use downtown. Police are aware and will increase presence; enforcement remains limited.
- **Recycling Changes:** Province ending business recycling collection. Awaiting clarity from the municipality; will inform members when details are available.

#### 7. Marketing & Signage

- Proposal for rink board advertising at Gemini and West Middlesex Arenas:
  - Cost: \$475 per board, per year.
  - Will feature “Visit Downtown Strathroy” with QR code linking to business directory.
  - Motion: To move forward with two rink board advertisements. Moved by Chris, seconded by Dan. Carried.
- Murals update:
  - H&N supportive; awaiting concept drawings.
  - Doug Terry Homes potential funder of first mural.
  - Exploring CIP grant exceptions due to lack of comparable vendors.

#### 8. Events & Markets

- **Cultural & Art Festival (Sept 20, 2025):** Planning ongoing. Entertainment options under review with The Wright Place and municipality.
- **Halloween Market Proposal** suggested by Rusty Wrench for Sunday, Oct 5. To be explored further.

## **9. Membership & Directory Updates**

- Niko's is coming, no date yet
- Tree Colours opening in September
- Papa John's, no date yet
- Cunning Hare, no date yet

## **10. Municipal Update**

- Opportunity to partner with Sarnia for FICE program. Board interested; further details to come.
- No municipal representatives present; no update provided.

## **13. Next Meeting Dates and Adjournment**

- Next Meeting: Tuesday, September 9, 2025, 8:30am-10:00am at Town Hall.
- Motion to adjourn by Chris, seconded by Dan. All in favour. Meeting adjourned at 10:00am.