

Agenda

BIA Board Meeting

Date: May 13, 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, Kaity Phillips, Mark Holmes, Cathy Pacheco, Chris Traczuk, Frank Kennes, Heather Lalonde, Colin Grantham, Donna Pammer, Andrew Gunn, Julianne Kloss

Regrets: Courtney Sinclair

1. Call to Order

Meeting called to order at 8:32am

2. Approval of Previous Meeting Minutes

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

3. Financial Report (Mark)

- Mark provided printed financials and confirmed the BIA is on track with the current budget.
- Only unbudgeted item was conference attendance.
- Increased consulting cost noted due to current staffing arrangement (more hours than last year).
- Approval for financials. Motion from Chris, seconded by Frank. All in favour.

4. Guest Presentation - Donna Pammer (Chamber of Commerce)

- Introduced herself as the new Chamber Director.
- Expressed interest in future collaboration between the Chamber and BIA.
- Discussed opportunities for joint initiatives, e.g. Global First Campaign.
- Mentioned new \$25/month Chamber membership option for small businesses.
- Clarified the distinction between BIA (geographic) and Chamber (regional/provincial/federal network) benefits.

5. Guest Presentation - Andrew Gunn (Murals & Placemaking)

- Presented examples of mural projects in communities such as London, St. Thomas, and Port Stanley.
- Discussed economic, cultural, and tourism impact of murals.
- Shared success stories of projects including arena murals, beach structures, railway bridges, and parks.
- Emphasized need for three key elements:

- Willing property owners
- Funding
- Artist and concept
- Cost range: \$5,000–\$65,000 depending on size and complexity.
- Recommended Strathroy explore starting with murals to increase vibrancy and community engagement.
- Potential to coordinate with an art festival for maximum impact.

6. Promotions (Chris and Dan)

- Girls' Night Out
 - 16 businesses confirmed. Proceeds to The Wright Foundation.
- Art Festival
 - Proposed for September, pending logistics. Smaller scale acceptable this year with growth potential.

7. Beautification (Kaity)

- Will have to talk to Green Bee about Winter Planters, but no additional updates

8. Communications (Mark)

- Quarterly column in Banner

9. Business Advocacy (Adam and Courtney)

- Parking By-Law
 - New by-law reminder flyers will be distributed before enforcement begins. No immediate ticketing planned.
 - Concern over strict enforcement of two-hour parking limits. Plan includes educational efforts and maps showing long-term parking.
 - Suggestion: QR codes linking to parking map.

10. Security (Dan)

- Grant for CCTV cameras denied due to timing. Officers will notify BIA of future opportunities.

11. Municipal Update

- Visioning for growth to 2055 discussed by Council. Downtown improvements will play a role in shaping community identity.
- Working on outlining Customer Service Standards

12. Strategic Plan Overview (In-Camera Discussion)

- Presented rationale for phased levy increase to fund:
 - Hiring a full-time Executive Director
 - Beautification projects (murals, seasonal decor, graffiti removal)
 - Marketing/branding efforts

- Downtown office
- Downtown events and entrepreneurship initiatives
- Discussion included:
 - Community and business benefits
 - Need for clear ROI to encourage member support
 - Importance of selecting and delivering on 3–4 priority initiatives in the short term (e.g. murals, Christmas lights, patios, Art Festival)
 - Revenue generation through Downtown Gift Boxes and event-related merchandising
- Three-Year Growth Plan Presented:
 - Year 1: Launch murals, Art Festival, executive director role, improved seasonal decor
 - Year 2: Expand marketing tools, entrepreneurship support, explore new programs (e.g. Downtown Dollars)
 - Year 3: Refine, scale successful programs and ensure long-term sustainability. Emphasis on achieving measurable outcomes and member value

13. Next Meeting Dates and Adjournment

- Next Meeting: Tuesday, June 10, 2025, 8:30am–10:00am at Town Hall.
- Motion to adjourn by Dan, seconded by Chris. Meeting adjourned at 10:00am.