



Call to Order

The Executive Meeting of Strathroy's BIA was virtually called to order on March 9, 2022 at 8:03 am.

Attendees

Voting members in attendance included Robin Tiller, Sue Looman, Marie Baker; Chris Traczuk; John Pammer and Bill Dakin. **Regrets:** Jerrika Geneau.

Approval of Minutes

Motion 22-03-01 was made by Bill Dakin to accept the minutes of December 1, 2022 meeting. Sue Looman seconded. All in favour. Carried.

Actions/Main Motions

Updates on CTV contracts

With the retirement and store closing, The Loft will be ending their advertising but we have someone to take that over.

Update on empty Board Seats

We have an application submitted from Craig from the General Store to join the BIA Board and also some interest has been expressed by Meghan from Xcell Hockey.

Liability insurance for BIA Board Members

Bill advised that there is no action necessary on our part for the insurance coverage through the Municipality but he will get us a copy so that we have it on file.

Treasurer's Report – The financial report was circulated and presented by Sue Looman.

Motion 22-03-02 was made by John Pammer to accept the financial report as presented. Bill Dakin seconded. All in favour. Carried.

Promotions Report – Not much to report. Chris met with Kaitlynd to discuss collaboration on events with the Municipality. Pride in the Park will be on July 16th. A Night Market approved for May 31st to kick off the market season. There is also going to be a mini-market that will continue on through September and October because there is a lot of produce available during those months.

Communications Report – Jerrika was not at the meeting. Robin has edited the BIA information package and would like feedback on it. Does it need more or less detail? We will share our comments with Robin before the next meeting. Once complete, we will circulate it to all businesses as a refresher for them and info for our new businesses.

Beautification Report – John reported that everything is in place and ready to go. We will need 42 of the single rod hangars

Motion 22-03-03 was made by Bill Dakin to approve the purchase of the 42 new single rods and hanging baskets as per the quotes received. John Pammer seconded. All in favour. Carried.

Business Advocacy Report – After a recruitment search, the Municipality has made an offer of employment to an Economic Development Officer, so hopefully that person will accept and soon be able to join our committee.

Security Committee Report – No update.

Other Business

Advertising Opportunity

BestVersionMedia.com – The concern is that this publication is not circulated in the entire community. Discussion ensued about how we would utilize this. It was determined that it is not good value for money and we would not be participating.

2022 Christmas Event Committee

Christmas parade is tentatively scheduled by the Lions for November 19th so we would like to do a downtown Christmas event yet to be named on either November 26th or December 3rd. The date will depend on the availability of the horse and wagon operator. Robin will reach out to him to see about availability and tentatively book when he is available.

Pride Flag painting on downtown crossing

The BIA is in full support of this as it promotes our vision of a welcoming environment for our residents and visitors in our downtown. More discussion will ensue when the Municipality makes its final decision once the project is fully costed.

Patios

Chris was wondering if we have had any communication with the Municipality on the outdoor patios for summer 2022? Bill offered to look into this and report back. The committee expressed its desire for these to continue moving forward as they have been very well received by the businesses and patrons and they give a nice character to the downtown.

Next Meeting(s)

Executive Meeting: Wednesday, April 13, 2022 at 8:00 am.

Communications Committee: Wednesday, March 16, 2022 at 9:00 am.

Adjournment

Motion 22-03-04 was made by Sue Looman to adjourn the meeting at 8:56 am. Bill Dakin seconded. All in favour. Carried.