



Call to Order

The Executive Meeting of Strathroy's BIA was virtually called to order on May 12, 2021 at 8:05 am.

Attendees

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

Approval of Minutes

Motion 21-05-21 was made by Sue Looman to accept the amended minutes of Apr 14, 2021 meeting. Demetri Makrakos seconded. All in favour. Carried.

Actions/Main Motions

Introduction of new member

Jerrika Geneau introduced herself. She is a grew up in Strathroy and enjoys helping out with events in the community.

General Manager position discussion and update

BIA phone was an APP and we still do not know where it goes if someone calls the phone number. Sue is looking to make a comprehensive contractual document where businesses can sign up for CTV ads and they give us post-dated monthly cheques as payment up front. Patio contracts have not been sent out yet, but these will be handled through the Municipality and Demetri. We are all caught up on our patio payments for the previous fiscal. Patios will be arriving in the next two weeks, even though they cannot be used yet under the provincial lockdown order.

Proposed new office space

No updates

Farmers Market

They are still planning to host this on Frank Street. Front Street will be open for traffic. They are up to 40 vendors. The Market Chair resigned last month and they are looking for a new Chair. They have a new GM. Next meeting will be June 1st.

BIA Promoter

Things are still moving along and people are enjoying it. It seems to have been successful so far.

Dickens Dollars

They expire on June 30th. We will make an effort to get this message out on all social media platforms. Demetri updated that there have been \$64000 of the \$75000 redeemed and there have been no issues.

Fansave

We would like to get this wrapped up by June 30. Sue will continue investigating if anything is still outstanding and end the program.

Update on empty Board Seats

We still have 2 Board Seats empty. We will reach out to Jennifer at Lemon Grass Refillery who had previously expressed interest.

Update on letter to Premier regarding business closures

We received a stock response back. Letter was circulated to our Membership.

Treasurer's Report – Sue has transferred everything to Quick Books. We are current for this year and she is still working through last year. She presented the budget and actuals to date and will circulate the annual budget to everyone for email approval prior to our AGM.

Motion 21-05-22 was made by Sue Looman to accept the 2020 year-end budget. Seconded by Demetri Makrakos. All in favour. Carried.

Promotions Report – It is a slow year as we still do not know when anyone is going to be able to reopen. It is going to be a tough year to do any major promotions. Social media good energy promotions are going to be our best way to go.

Communications Report – The last month's communication meeting had to be cancelled but we were able to get the communication out to the Premier on behalf of our businesses.

Beautification Report - John was not at the meeting so no report.

Business Advocacy Report – It would be nice to have a presenter come in to help some of our businesses create an online presence. This could also come out of the Municipality Economic Development budget. Demetri will investigate further

Other Business

General Meeting

Is scheduled for May 26th. Demetri will ask if a municipal staff could moderate the Zoom meeting for us so that Robin can focus on Chairing. We will give Chaun some time to talk about BIA Promoter. We will present the Budget. Each of our committees will give a brief presentation. Welcome and acknowledge new businesses. Demetri will present a general education piece on the BIA and what the levy goes towards.

Next Meeting(s)

Communications Committee: Wednesday, May 19, 2021 at 9:00 am.

Annual General Meeting: Wednesday, May 26, 2021 at 6:00 pm
Executive Meeting: Wednesday, June 9, 2021 at 8:00 am.

Adjournment

Motion 21-05-23 was made by Chris Traczuk to adjourn the meeting at 9:09 am. Marie Baker seconded.
All in favour. Carried.