

Meeting Minutes
BIA Board Meeting



Date: December 8th, 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: Mark Holmes, Adam Rice, Cathy Pacheco, Kaity Phillips, Courtney Sinclair, Heather Lalonde, Julianne Kloss, Frank Kennes, Chris Trakzuk

Regrets: Dan Kiekens, Colin Grantham

1. Call to Order

Meeting called to order at 8:39am

2. Approval of Previous Meeting Minutes

- Approval for November 2025 Meeting Minutes. Motion from Mark, seconded by Cathy. All in favour.

3. Financial Report (Mark)

- A previously missed Julianne invoice was identified and corrected.
- The year-end deficit is now projected to be between \$10,000–\$15,000, which is approximately \$5,000 higher than initially estimated.
- The increase is attributed to:
 - Additional consulting hours
 - Conference expenses
 - Mural projects
 - Marketing and event costs
- The deficit will be covered from reserves (currently approximately \$60,000+).

Motion: To approve the financial report and cover the deficit from reserves.

- Moved by: Frank
Seconded by: Courtney
Carried

4. Events and Marketing

Hometown Christmas & Window Decorating Contest

- All major events for the year are now complete, except gift box sales.
- Window Decorating Contest results:
 - Judge's Choice:
 - 1st: Wild Soul
 - 2nd: MELD
 - 3rd: Dr. Botsford Family Dentistry
 - Community Vote Winners:
 - Dr. Botsford Family Dentistry
 - Café Babyccino
 - Wagner Chiropractic
 - Wild Soul
 - Mache Dining
- Community engagement stats:
 - 371 votes submitted
 - 113 new community email signups

Positive feedback was shared about moving the event indoors and improved vendor sales.

5. EDCO Awards Nomination

- The BIA was nominated for Canvas & Culture at the EDCO Awards.
- Cost to attend: \$215 for one ticket.

Motion: To purchase one ticket to attend the EDCO Awards.

- Carried
- Board discussed purchasing an additional trophy for the BIA if the award is won.
- Decision: Not approved at this time due to budget considerations.

6. OBIAA Awards

- Two award applications proposed at \$50 each.

Motion: To apply for two OBIAA awards at a total cost of \$100.

- Carried

7. Business Advocacy

AI Workshop Follow-Up

- Workshop was sold out and well attended.
- Recording will be shared with members.
- Interest expressed in running more workshops like this.

Big Dig Subcommittee

- Discussion about forming a subcommittee in preparation for future downtown construction.
- Decision: Wait until January budget and timelines are clearer before forming.

8. Council Presentation

- Expected to be scheduled for January or February.
- Dan and Julianne to coordinate.

9. Governance Training

- Discussion about:
 - Robert's Rules of Order training
 - OBIAA governance training options
- Julianne to investigate costs and options.

10. New Business & Downtown Updates

- **New businesses:**
 - Niko's is now open
 - Hot Off the Press opened during Santa Claus Parade
 - Elgin's Garden has relocated due to fire
 - Jura's Kitchen inside Rusty Wrench
- Tattoo & pool hall location appears to be transitioning to an art gallery (temporary use).
- Increased interest and inquiries about downtown spaces noted

11. Municipal Update

- Budget preparation underway.
- Animated billboards promoting Visit Strathroy are live (150,000 impressions).
- Spring tourism campaign planned.
- Community engagement strategy is being developed.

12. In-Camera / Contractual Discussion (Summary for Minutes)

- Discussion held regarding Julianne's role, contractor vs. employee status, and CRA implications.

13. Next Meeting Dates and Adjournment

- Next Meeting Monday, January 12th at 8:30am.
- Motion to adjourn by Cathy, seconded by Kaity. All in favour. Meeting adjourned at 9:38am.