



### **Call to Order**

The Executive Meeting of Strathroy's BIA was virtually called to order on Wednesday, November 9th, 2022, at 8:05 am.

### **Attendees**

Voting members in attendance included Robin Tiller, Sue Looman, John Pammer, Meredith Chatelain, and Bill Dakin (Municipality of Strathroy-Caradoc)

Guests - Jessy Van der Vaart (Municipality of Strathroy-Caradoc)

**Regrets:** Chris Traczuk, and Nathan Wilcox

### **Approval of Minutes**

### **Actions/Main Motions**

**Motion 22-11-34** - Motion to "Approve the August 10th, 2022 Executive meeting minutes as written". Motion made by Meredith Chatelain, seconded by John Pammer. Carried.

**Motion 22-11-35** - Motion to "Approve the October 12th, 2022 Executive minutes with a change to the Update on CTV contracts to read "CTV contracts currently at 12 spots (with 11 signed/paid applications)". Motion made by Sue Looman, seconded by John Pammer. Carried

Minutes from the September 12th, 2022 AGM will be approved at the next AGM.

### **Update on CTV contracts**

CTV contracts currently at 12 spots (with 11 signed/paid applications). The CTV commercials were scheduled to start running on September 15th, 2022. One merchant (previous participant who requested to continue in their spot) has yet to return 2023 contract and payment (after two requests to fulfill responsibilities). They will be given 60 days from start of September 15th contract (until November 15th) to sign 2023 contract and start payments - failing which the spot will be assigned to another business, and the business in default will be responsible until the next contract starts. It was suggested to modify the next set of contracts with the provision that a valid contract includes both signed contract and payment (either one year in advance or twelve post dated cheques to be provided).

### **Proposed new office space**

No update.



**Current Board Seats - after October 2022 election. Deadline to apply/reapply for 2023 BIA Board is November 13th.**

**Application is done thru the Municipality Website link:**

<https://forms.strathroy-caradoc.ca/LLS/Local-Board-and-Committee-Application-Form>

2 Councillors

1. Open
2. Open (Business Advocacy + Security committee)

7 Directors at large:

1. Chair - Robin Tiller (Communication + Finance committee)
2. Vice-Chair - John Pammer (Beautification committee)
3. Treasurer - Sue Looman (Finance committee)
4. Chris Traczuk (Promotions committee)
5. Meridith Chatelain
6. Nathan Wilcox
7. Open

Open Position - Secretary

BIA members have been notified / encouraged several times on social media and thru a Mail Chimp email of the deadline to apply.

**Treasurer's Report**– The financial statement was circulated and presented by Sue Looman. BIA account is sound.

**Motion 22-11-36** was made by John Pammer to accept the financial report as presented. Seconded by Bill Dakin. All in favour. Carried.

**Promotions Report** -No report this month.

**Beautification Report** - John Pammer has sourced the 2022 Christmas planters. The Wayfarer sign has been approved and the fresh sign pointing to the Strathroy BIA area will be erected shortly. Grant for art installation has also been approved. The project will involve a large banner with BIA Business owner pictures hung in the core area. Timeframe for project completion is tight (up by December 15th, 2022).

**Communications Report** – Chamber maps have been printed and BIA has two boxes for member distribution. Several social media posts with Mail Chimp follow-ups were made this month regarding BIA Board Applications, A Small Town Christmas Event on December 3rd, Exploring Alternative of the Dickens Dollar Program, and Introduction to "Behind the Business". The "Behind the Business, Discovering Strathroy BIA" social media posts featuring information on BIA Business's and Owners has been very well received and is gaining momentum from both the public and business owners. A contract was signed with MYFM for Christmas Radio ad and Poinsettia project.

**Business Advocacy Report**– No update on Business Advocacy. Jessy Van der Vaart provide update on the Digital Main Street program and requested co-operation from BIA with active promotion. He is currently working with several business to secure digital grant funding and is able to help business's improve their POS contract if needed for upcoming BIA electronic alternative to Dickens Dollars.



**Security Committee Report** – No report this month. It was noted that instances of graffiti seem to have slowed down with several building owners removing/painting over damaged walls.

### Other Business

#### New Business's in/Business Out of Area

IN - Unique Gifts (previous Orchard Clothing location).

### New Business

#### Town Event List - in Bold is confirmed, added to BIA event calendar

**2022-11-19 WINTERFEST** - contact Kaitlyn Topham

**2022-11-19 STRATHROY CHRISTMAS PARADE** - contact Kaitlyn Topham

**2022-12-03 STRATHROY BIA CHRISTMAS EVENT** - contact Robin Tiller

#### 1. A Small Town Christmas Event - December 3rd, 2022

Confirmed entertainment booked for December 3rd:

Horse and Carriage Rides

Strathroy Air Cadets will play music/have an info booth.

Fire and Ice - being organized by Neon Crab Tattoo - owner to look after booking

Christmas Crackers Ukulele Group - confirmed attendance (cost by donation).

Strathroy Accapella Connection - confirmed attendance (cost by donation).

Photo op at post office/town hall using Wooden props from past Christmas's. Rob Liliborne will put up on Friday/take down on Monday. Exact map must be provided for installation

Working on MYFM radio spots to advertise and downtown electronic bill boards.

#### 2. Possible solutions to the Downtown Dollars paperwork - HELLO Cards

ZOOM meeting with Andre Cohen was attended by Robin Tiller, Sue Looman, Meredith Chatelein, and John Pammer and Nathan Wilcox (presentation attached). The presentation was later shared with the BIA members via mail chimp news letter and BIA Members Only Facebook post. 141 opens on the Mail Chimp with 7 feedback received. This was later shared with BIA Board members.



Feedback mainly positive - with concerns around will their terminals be compatible (yes, as long as they currently accept visa/interact payments. One concern because business does not have electronic sale system. Once concern that the cards may be spent at larger grocery stores/or may be used to purchase gift cards.

The following factors were considered during the discussion regarding delaying implementation of this program:

1. The upfront fees are a bit high...in order for this program to be successful...it would need to be run over a few cycles in order to justify the start up costs. This would require the support of the future 2023 BIA Board - the members of are yet to be determined.
2. As there were questions regarding the compatibility of older POS systems and in consideration of merchants without current electronic payment system. Delaying the project would give these merchants the time/opportunity to explore payment options. Jessy (from Digital Main Street) may be able to provide direction to a POS system without a monthly fee.

The BIA Board decided it would be prudent not to rush implementation and to re-visit the electronic alternative in January 2023.

#### **Next Meeting(s)**

Executive Meeting: TO BE DETERMINED - propose Friday, Dec 2nd, 8:00 am, via ZOOM.  
General Member meeting - to be determined in 2023.

#### **Adjournment**

**Motion 22-11-37** was made by Sue Looman to adjourn the meeting at 9:20 am. John Pammer seconded. All in favour.  
Carried.