

Agenda *BIA Board Meeting*

Date: January 21, 2025

Time: 8:30am

Location: City Hall | 52 Frank Street



Currently Meet the Governance Policy with 2 Representatives from the Municipal Council & 7 Directors At-Large

Attendees: Nathan Wilcox, Kaity Philips, Courtney Sinclair, Frank Kennes, Colin Grantham, Sue Looman, Chris Tra, Daniel Kiekens, Heather Lalonde, Mark Holmes, Adam, Cathy, Julianne Kloss

Regrets: None

1. Call to Order

- Meeting called to order at 8:25am
- Welcome and Introductions
 - Board members introduced themselves, shared their backgrounds, and vision for the BIA

2. By-Laws and Governance Review

- Overview of BIA by-laws and governance structure.
- Discussion of any proposed amendments or updates.

3. Approval of December 10, 2024 Meeting Minutes

- Approval for December 10th Meeting Minutes were made virtually by Dan Kiekens, Frank Kennes, Nathan Wilcox, Sue Looman, Kaity Phillips, and Courtney Sinclair.

4. 2024 Year-End Review

5. Election of Executive Positions

- Chair, Vice Chair, Secretary, Treasurer have not been established and will be established at the February 11th meeting.
- Mark has offered to be Treasurer, but only feels confident if bookkeeping can be offloaded elsewhere. Colin made a suggestion to use Lindsay Lasky. Bill Dakin would be the best source from the town to discuss bookkeeping options.

6. Committees

- Previous Committee Updates
 - Complaints about snow removal and accessibility after the plow does the sidewalks as ridges are often left, making it difficult for people with mobility issues or strollers. Sidewalks were not cleared before 10am on the Saturday before Christmas. Needs some consistency.
 - Tenants Parking Complaint. Have not seen a by-law officer out for parking in the last two years. Colin

has made a note.

- There was an inquiry from a consumer re: BIA gift cards. Previously, it was a logistical nightmare but if the new board would be interested in discussing, they had previously reached out to a company about a gift card and Jewels can access that information.
- Best practices or network with excellent content and networking, helpful for new board members as well. Expenses do not include hotel.
- OBIAA Conference (Business Advocacy)
- CCTV Cameras - Donna Pammer reached out in December asking for a letter of support from the BIA for police service for CCTV cameras for all entrances and exits. We did not receive enough feedback from the board, and feedback that did come in had asked for more opinions from all BIA members. We did not move forward with the letter of support.
- Promotions, Beautification, Communications, Business Advocacy, Security committees moving forward
 - Discuss roles, responsibilities, and committee leads to be discussed at February meeting

7. Financial Report

- Treasurer writes cheques and monthly does bank reconciliation, Main Street is lender, update budget to actual figures, prepares reports, and explains any changes and budget at each meeting.
- CTV emails will be paid monthly
- CTV contracts paid in the Spring
- GoDaddy, subscriptions, etc. paid monthly
- Co-Ordinator paid monthly, approved by Chair and paid by Treasurer
- Money had to be pulled by reserves for things like branding, grants, etc.
- Chequing account and Reserve Account
- One years worth of operating budget should always be left in reserves
- December 2024 Budget approved, motioned by Kaity, seconded by Dan. All in favour.
- November 2024 Budget approved, motioned by Kaity seconded by Frank. All in favour.
- Budget to Actual Budget for 2025, motioned to approve by Frank, seconded by Adam. All in favour.
- January Budget has been made, will just need to fill in the January amounts.

8. New Business

- Colin suggested that the BIA make a presentation to the Municipality regarding budget
- Dan Kiekens has offered to move storage from Violet's and Sue to his property
- O'Joe Coffee is sharing the space with Rusty Wrench and is currently open for their soft launch. Grand Opening will happen on February 8th from 9am-12pm.
- Elevate Baths will be having a grand re-opening on February 7th at 6pm.
- OBIAA is having a conference in Collingwood from March 30-April 2, 2025. Many of Ontario's BIAs will be attending. Networking, speakers, seminars, trade show, etc. Might be a great opportunity for our growth and development. Rates for the conference as a member in early registration are: \$875 + HST and fees OR Group Rate for 3+ \$825 + HST and fees. Does not include hotel costs. Prices will go up February 28th.

9. Municipal Update

- Municipal Video shorts have been well received. Jessy (communication coordinator) has left and there will need to be a spot filled for filming business videos.
- Big Dig will be approved in February. Number of new projects that need to get finished. Nathan stated that we will need a letterhead from the municipality. It was suggested that we run an Interview article on the Big Dig in a future Newsletter.

10. Other Business

- No new business was brought to the floor.

11. Next Meeting Dates and Adjournment

- Next meeting will be February 11th at 8:30am. Change in meeting time and day will be discussed there.
- Motion to adjourn by Chris, seconded by Kaity. All in favour.