



Call to Order

The Executive Meeting of Strathroy's BIA was virtually called to order on August 10th, 2022, at 8:05 am.

Attendees

Voting members in attendance included Robin Tiller, Sue Looman, Michael Buranyi, Chris Traczuk and Nathan Wilcox

Regrets: Joanne Vanderheyden, Jerrika Geneau, John Pammer, and Meredith Chatelain

Guests: Kaitlynd Topham (Municipality of Strathroy-Caradoc)

Approval of Minutes

Motion 22-08-26 was made by Sue Looman to accept the minutes of July 13th, 2022, meeting. Chris Traczuk seconded. All in favour. Carried.

Actions/Main Motions

Update on CTV contracts

CTV contracts currently at 12 spots.

Proposed new office space

No update.

Update on Board Seats

Open Position - Secretary

Treasurer's Report– The financial statement was not available at meeting time (has been added to this report). Sue Looman gave verbal report that BIA account is sound with no major expenses this month.

Motion 22-08-27 was made by Sue Looman to remove Marie Baker as a signing officer to the BIA bank account. Chris Traczuk seconded. All in favour. Carried.

Motion 22-08-28 was made by Robin Tiller to add John Pammer as a signing officer to the BIA bank account. Nathan Wilcox seconded. All in favour. Carried.

Promotions Report - The August 6th Morning/Night Market was well attended. Nathan Wilcox and Chris Traczuk have been working on ideas for future promotions and requested a separate BIA email account for communications. Robin Tiller set up downtownstrathroy promotions@gmail.com for this purpose. They requested inquiry into the viability of re-structuring the BIA CTV commercials in related business segments (eg. dining + shopping excursion idea etc). Sue Looman to follow up with CTV contact Paul Shepard on this. It was suggested that a bit more of "person behind the business" approach be made perhaps in the form of business owner campaign/promotion/photo wall.

Beautification Report - no report this month.

Communications Report – Robin Tiller met with Shaun McGill on August 2nd to discuss distribution plan for the Chambers 15,000 paper maps (currently waiting for timeline confirmation - The BIA will help communicate with members regarding pick up times/locations).



Business Advocacy Report – Popup patio's have been distributed to the four business's and are in use.

Security Committee Report – no report this month.

Other Business

New Business's in/Business Out of Area

IN / OUT - no new business on registry.

ITEM #1 - no update on general manager position or transition to a BIA coordinator/social media contract position. Chris Traczuk and Nathan Wilcox will join in the efforts for filling this position.

ITEM #2 - Yearly General Member Meeting will be held on Monday, September 12th, noon, Alexander Park, Strathroy. Kait Topham booked the venue during the meeting. Washrooms will be unlocked. Town insurance will be used. BBQ to be brought to site by Chris Traczuk. Robin to purchase burgers/hot dogs etc. There is to be a discussion regarding members input on Christmas Event (perhaps 12 days of promotions?).

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

2022 - every Saturday DOWNTOWN STRATHROY MARKET - contact Kaitlyn

2022-08-13 HAVANA NIGHT SUMMER SHOPPING EVENT - Shops on Sydenham - contact Sue Looman

2022-09-17 FALLING LEAVES FESTIVAL - contact Jerrika Geneau

2022-09-09 STRATHROY CHAMBER OF COMMERCE GOLF TOURNAMENT - contact Shaun McGill

2022-10-29 STRATHROY BIA BUSINESS TRICK OR TREATING

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 (horse and carriage booked Dec 3rd, \$ 750.00)

Next Meeting(s)

Executive Meeting: Wednesday, October 12th, 2022, at 8:00 am via zoom

Adjournment

Motion 22-08-29 was made by Nathan Wilcox to adjourn the meeting at 9:00 am. Sue Looman seconded. All in favour. Carried.