

Meeting Minutes
BIA Board Meeting



Date: October 15, 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: Adam Rice, Courtney Sinclair, Mark Holmes, Dan Kiekens, Cathy Pacheco, Frank Kennes, Julianne Kloss

Regrets: Colin Grantham, Kaity Phillips, Chris Trakzuk, Heather Lalonde

1. Call to Order

Meeting called to order at 8:34am

2. Approval of Previous Meeting Minutes

- Approval for September 2025 Meeting Minutes. Motion from Frank, seconded by Dan. All in favour.

3. Guest Presentation - Rob Liliborne

- Council directed staff to operate the market via a CDAC ad-hoc committee.
- Committee composition TBD; BIA involvement requested (1+ rep).
- Key unknowns: market day/time, location; possible overlap with Ricco Foods proposed Saturday market.
- Goals: increase produce vendors; consider partnership(s).
- **Action:** Rob to keep BIA informed; BIA to identify an interested representative.

4. AGM Debrief / Board Operations

- Concerns: venue noise, AV issues, late start, unclear seating/presentation flow.
- Improvements agreed:
 - Use a quieter/private venue (e.g., Duke back room, Library, or Studio) and run a tech check / dry run.
 - Create a simple AGM run-of-show + role assignments (presenters, tech lead, room setup).
 - Develop a written job description for the Coordinator and a priority list from the Board.
 - Explore OBIAA resources, Board orientation, and a future MOU with the Municipality
- Actions:
 - Jules + Exec: draft Coordinator role breakdown (time/percent by function) and Board priority list.
 - Chair/Exec: propose AGM checklist (venue, AV, seating, agenda flow) for adoption.

5. Financial Report (Mark)

- Largest recent expenses: **mural**; **TV commercials** increased (now 12 advertisers → higher revenue).
- Forecast: year-end approx. **\$10k short** (mural-driven); **reserves remain healthy** (~\$67k). Next municipal levy installment due Oct.
- **Motion:** Accept financial report. *Moved* Dan, *Seconded* Frank. **Carried.**
- **Credit card:** now active; no changes required.
- Consider minimum levy levels; investigate zero-levy situations tied to municipal parking arrangements.

6. Business Advocacy

- Local First Workshop
 - Partners: Municipality, Chamber, Mount Brydges BIA, Strathroy BIA.
 - Cost: \$1,400 (shared); BIA contribution \$300. 30 seats, \$25/ticket, hands-on format.
 - Motion: Approve BIA contribution of \$300. *Moved* Cathy, *Seconded* (not captured). Carried.
 - Action: Jules to attend, take detailed notes, and share a summary with BIA members.
- Recycling Changes
 - Municipality to cover first year of new commercial recycling costs; future costs may double.
 - Discussion: risk of increased garbage; consider shared solutions (common provider, drop-spot, coordination).
- Budget and Council Process
 - BIA Budget submitted in August, presentation timing unclear (delay on municipality/councils end)
- Big Dig Readiness
 - Expected within ~1 year; election next fall affects timelines.
 - Preferred BIA role: weekly construction update conduit; signage, promenade routing, and pickup/delivery zones (e.g., UberEats).
 - Reserve use better for communications/mitigation vs. direct rent relief.
 - Action: Create a Big Dig Comms Plan (contact tree, weekly update template, signage concepts, delivery zone map; draft budget).

8. Events

- **Cultural & Art Festival Debrief**
 - Event viewed as successful; live mural was a highlight.
 - Some concerns about pre-event posts raised
 - Some performers reportedly paid and others not; clarify policy for future collabs
- Holiday Window Decorating Contest
 - Alternative to keeping the lights on grant
 - Judges from The Wright Place, announce winners market night, aim to spur participation without heavy spending

9. Membership & Directory Updates

- **Open/Coming:**
 - **Papa John's** – open.

- **Niko's** – progressing
- **Tree Colours** (art supply) – open.
- **Simply House** – under major reno
- Tattoo/Billiards space status uncertain.

10. Municipal Update

13. Next Meeting Dates and Adjournment

- Next Meeting day may shift, poll will be sent out to determine.
- Motion to adjourn by Courtney, seconded by Mark. All in favour.