



Call to Order

The Executive Meeting of Strathroy's BIA was virtually called to order on April 14, 2021 at 8:05 am.

Attendees

Voting members in attendance included Robin Tiller, Renée Sferrazza, John Pammer, Sue Looman, Marie Baker and Demetri Makrakos. **Regrets:** Chris Traczuk

Guest: Chaun from Loyal Patron

Approval of Minutes

Motion 21-04-14 was made by Renee Sferrazza to accept the amended minutes of Mar 10, 2021 meeting. Demetri Makrakos seconded. All in favour. Carried.

Actions/Main Motions

Guest Speaker Presentation on BIA Promoter

We have 372 people who have signed up for the program and just short of 370 people following on Facebook. Some business are great about giving out offers and some are not. Last week we had no offers so our post was just news. The every two week coupon offer might be too much as the businesses are feeling that their customers are wanting to support their businesses at this time and not use coupons. Chaun will do a video clip to our businesses on how to do a better offer. If he can get a number of offers from businesses that he can then rotate through the year. He has been receiving a lot of good content to share with the community. If there is a way to connect with the customers at the farmers market, that would be a good way to build up a large database.

General Manager position discussion and update

Robin is now looking at emails. We have decided to take the phone number off our communications and just direct people to email. Sue has been dealing with CTV and the contracts. A discussion ensued about the value for money of these ads to our businesses and they are a great deal!

Proposed new office space

No updates

Access to old BIA meeting minutes

We have a link on our website that links to the minutes on the municipality website.

Farmers Market

Chris was not in attendance so there was no report. John offered to help out with this committee if Chris is too busy as we need information flowing back and forth between the BIA and the Farmers Market.

Dickens Dollars

Demetri updated that there have been \$61400 of the \$75000 redeemed and there have been no issues. They are now processing payments biweekly as it has slowed down with the handing in of them.

Update on empty Board Seats

Demetri will reach out to someone who has expressed interest. John has had a conversation with another business owner, who is interested, but not while we are having Zoom meetings.

Motion 21-04-15 was made by Demetri Makrakos to move up to \$15,500 from reserves to cover Dickens Dollars expense. Seconded by Renee Sferazza. All in favour. Carried.

Officer's Reports

Treasurer's Report – There has been a lot of work getting last year's information to Bill Dakin for year end. We are moving onto Quick Books. Sue is up to speed on the CTV contracts and the patio payments. She wants to change the way the CTV payments are collected. We will have a budget by our May meeting.

Motion 21-04-16 was made by Sue Looman to go in camera to discuss a finance matter. Seconded by Marie Baker. All in favour. Carried.

Motion 21-04-17 was made by Robin Tiller to go back into open session. Seconded by Sue Looman. All in favour. Carried.

Promotions Report – No report as Chris was not in attendance.

Communications Report – Last month's communications meeting was about housekeeping items: making sure the website is up to date, making sure the email is accurate, removing the telephone from circulation. We need to go through the list of contacts to make sure it is up to date.

Beautification Report - John had a meeting with the horticultural society in Parkhill about how they care for their baskets. They water on a daily basis. We need to have further conversation with the municipality about doing more watering. Discussion ensued about self-watering containers. Exeter uses these and John will have a discussion with them about how these work.

Business Advocacy Report – Nothing new to report.

New Business

General Meetings

Our by-laws state that we need to have one AGM per year so we have opted to have our Annual Meeting on Wednesday, May 26, 2021 at 6:30 pm.

Motion 21-04-18 was made by Robin Tiller to move the April general meeting to May and cancel August meeting. Seconded by Demetri Makrakos. All in favour. Carried.

Role of BIA in Advocacy

Motion 21-04-19 was made by Demetri Makrakos to go in camera to discuss a governance matter. Seconded by Marie Baker. All in favour. Carried.

Motion **21-04-20** was made by Sue Looman to return to open session. Seconded by John Pammer. All in favour. Carried.

Next week's Communications meeting will focus on drafting a communication to the higher levels of government to advocate for our businesses to be able to conduct their business in a safe and secure manner during COVID.

Next Meeting(s)

Communications Committee: Wednesday, April 21, 2021 at 9:00 am.

Executive Meeting: Wednesday, May 12, 2021 at 8:00 am.

Adjournment

Motion 21-04-21 was made by Demetri Makrakos to adjourn the meeting at 10:09 am. Sue Looman seconded. All in favour. Carried.