



Call to Order

The Executive Meeting of Strathroy's BIA was virtually called to order on October 13, 2021 at 8:03 am.

Attendees

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

Guests: Donna Pammer

Approval of Minutes

Motion 21-10-37 was made by Sue Looman to accept the minutes of September 8, 2021 meeting. Demetri Makrakos seconded. All in favour. Carried.

Actions/Main Motions

CTV contracts

We have all of the contracts back including their post-dated cheques. We are getting the bonus ads.

Proposed new office space

No update.

Email migration

Robin was able to determine that all she had to do was redirect everything from our gmail account to our downtown Strathroy email. This is complete now.

Update on Farmers Market

Last weekend was their last. They had no subsequent meetings from the initial two. An interview they did with MYFM indicated they want to expand next year so we will have to see what they have in mind.

Update on empty Board Seats

No update.

Liability insurance for BIA Board Members

It is understood that we are covered under the municipal umbrella, but Demetri will confirm with the CAO. Ongoing.

Treasurer's Report – The financial statement was circulated. There are not many changes from last month. We have \$2325 Dickens Dollars sitting that was never redeemed. We just received the final tax levy from the Town so that will be reflected in next month's report.

Motion 21-10-38 was made by Marie Baker to accept the financial report as presented. Seconded by Chris Traczuk. All in favour. Carried.

Promotions Report – Chris has met with Donna Pammer regarding the Victorian Downtown Christmas and Donna will have an update on this event later in the meeting.

Communications Report – Jerrika was not at the meeting. So no report was presented.

Beautification Report – The Horticultural Society met and decided they would not be able to help with the Christmas planters. John then sourced a company who will provide and decorate the planters – Outdoor Décor will decorate our 14 planters for Christmas but the estimate was a bit high. John is waiting for a second quote from Forest of Flowers. He will also talk to a couple of other local vendors too. John also provided an estimate from Thuss Greenhouses for double hanging baskets and bridge baskets for the 2022 season. John met with Chris and Donna regarding the BIA Christmas decorations in the downtown core. We have greenery that wraps around the poles but they are kind of bland. They would like to add big bows @ \$100 each for a total of \$2900. There are 6 poles that go down Caradoc Street and they have found a decoration that could go on each pole at a cost of \$1000 each (blue and white snowflakes). Discussion ensued about how much we want to proceed with this year. Given that we have not been able to host events due to COVID the group decided to purchase these new decorations.

Motion 21-10-39 – was made by John Pammer to spend up to \$12000 on Christmas decorations on the six poles on Caradoc, the bows in the downtown and the planters. Seconded by Sue Looman. All in favour. Carried.

Business Advocacy Report – No update.

Security Committee Report – No update.

Other Business

Downtown Christmas (Official name TBD)

Donna Pammer updated us on the progress of the committee. They have recommended not to go with a Victorian Christmas but rather a small town themed Christmas month-long event. They are proposing weekly draws with BIA gift certificates, carollers on the street for 4 Saturdays, horse and wagon rides for Saturdays (he is only available for 3 Saturdays @ \$550 per day), and a different theme for each Saturday – Christmas sweater day, scavenger hunt, food drive, window decorating contest for BIA members. Candle for the window for each BIA member (\$500). Cool Cucumber might be selling live trees. The promotion of the event would be done primarily through social media. Chris is going to look into the restaurants to see if there is any interest in participating in some sort of event together. Cost of gift certificates for the draws would be about \$900, cost of candles is approx. \$500, cost of horse and wagon is \$1650 and we would like to pay a bit for social media promotion. We will also approach a few businesses to see if they would sponsor a portion or all of the horse and wagon rides.

Motion 21-10-40 was made by Marie Baker to proceed with the Downtown Christmas as proposed from December 4 to 24 with events to be held throughout with a budget not to exceed \$5000. Seconded by Sue Looman. All in favour. Carried.

Next General Meeting will be in 2022

Middlesex Tourism Initiative

We are going to apply to this grant program to assist with the cost of the purchase of the Christmas lights for the poles on Caradoc Street. Robin will make the application on our behalf.

Next Meeting(s)

Communications Committee: Wednesday, October 20, 2021 at 9:00 am.

Executive Meeting: Wednesday, November 10, 2021 at 8:00 am.

Adjournment

Motion 21-10-41 was made by Demetri Makrakos to adjourn the meeting at 9:30 am. Chris Traczuk seconded. All in favour. Carried.