

Port Elgin Business Improvement Area

Annual General Meeting

Thursday February 25rd, 2016

The Wismer House

Minutes

1. Attendees: Sara Dolbeck, Amy Shute, Cathy Fenton, Laura McInnes, Tim Simpson, Logan Strauss, Darlene McMurdie, Joanne Robbins, Steve Harris, Kaitlyn Shular, Patrick Checknita, Zoe Kessler, Jon Hepplewhite, Toni, Jeff Carver
 - a. Absent: Melissa Simpson, Neil Menage
2. Meeting Called to order by Carver at 7:06PM.
3. Carver preformed introductions and welcomed everyone to the meeting and thanked everyone for taking the time to attend.
4. No pecuniary interests to declare.
5. Carver asked attendees to review the Minutes from the February meeting.
 - a. Carver asked if there was any changes or corrections to be made.
 - b. Motion to accept minutes made by Dolbeck, Seconded by Shular, all in agreement.
6. No Business arising from minutes.
7. Review of 2015
 - a. Carver asked the attendees to have an open discussion about what the BIA has accomplished in 2015, and what the membership would like to see in the future.
 - i. Shute mentioned that she liked the steps that were being taken to increase beautification in the Downtown and would like to see more focus on this area.
 - ii. Fenton mentioned that she thought everyone did a great job and she liked seeing so many partnerships. She would like to see the umbrellas and bike racks out next summer.
 1. Carver mentioned that the work for getting the bike racks out is already taking place with the Town.
 - iii. Carver mentioned that the Town has funded the work for installing the Capital Lighting for three more blocks, and the BIA will be paying them back over the next four years.
 - iv. Carver stated that the rest of the work on planting trees in the Downtown will also be completed in 2016.
 1. Simpson asked for clarification as to which blocks will be getting the Lights, Carver believed it was Mill to Gustavus.
 - v. Toni would like to see more lights, plantings etc. on his street.
 1. Carver mentioned that we are working from the Towns map as to where items are placed, but with more planters being put out this year we will see more of them on the side streets
 - vi. Dolbeck mentioned the positive feedback we received for the Easter Petting Zoo.
 1. Carver mentioned that we would be going to Council to get the street closed for the event.

- vii. Shute stated that she would like to see improvements to Coulter Parkette.
 - 1. Carver mentioned that the Town has \$100,000 allocated to improving the park in 2017 and that we will see the Parkette improved as it was in the Strategic Plan.
- 8. Carver asked Fenton to present the Financials and Budget to the attendees.
 - a. Carver stated that Dolbeck, Fenton and he have been working on an easier format for the financials that they are excited to present to the membership.
 - b. Fenton went through every line of the financials (see attached) and said that she would be happy to answer any further questions about the financials or budget.
 - c. Fenton stated that we need to track expenses better as there was some confusion when the Town posted some items.
 - i. Carver asked for a motion to except financials, motion made by Harris, Seconded by Hepplewhite, all in agreement.
 - d. Carver stated that the Budget has been submitted to the Town, and this year's focus will be on Beautification and less in Promotions as this is the feedback we have received from the membership. Carver asked for comments or questions regarding the Budget.
 - i. Harris asked if there were possible opportunities with Spruce the Bruce.
 - 1. McInnes stated that we will be applying for grants but we do not account for it in the Budget as we were not successful in securing them in the past.
 - ii. Carver stated the money under new initiatives is allocated to the new Trolley Project.
 - e. Carver asked for motion to accept Budget, motion made by Fenton, seconded by Shute, and all in agreement.
- 9. Carver stated that the Board of Executives meets on the last Tuesday of every month at 7PM at The Wismer House with the exception of July and August. The Meetings are Open and all are welcome to attend.
- 10. Carver presented Projects and direction for 2016.
 - a. Streetlights and Trees will be put in the fall again.
 - b. Carver opened the floor for thoughts or ideas.
 - i. Shute mentioned it would be nice to have Christmas organized for September, and to communicate better with the Chamber for these events.
 - c. Robbins brought up the Maple Madness Campaign.
 - d. Carver asked for Chamber to be included on our mail outs.
 - e. Dolbeck will continue work on Newsletter.
 - f. Carver introduced Logan Strauss from Mix 106 as he had an advertising promotion for our members. Carver stated that using the buying power of the BIA to secure better rates, and that we had a huge success with the Christmas promotion.
 - i. Strauss thanked Carver for inviting him the meeting and presented the "In My Backyard" promotion (see attached).
 - ii. McInnes stated that the promotion fits with the direction of the Strategic Plan we received from the County.
- 11. Carver asked McInnes to present for the Farmer's Market.

- a. McInnes stated that there will be a few changes to the Market this year including but not limited to:
 1. Season changed from the first Wednesday in June to the last Wednesday in September to the First Wednesday in June to Labor Day.
 2. The Hours have been changed from 9AM-3PM, to 9AM to 2PM
 3. Fees will be increased.
 4. Fines will be charged to Vendors not in compliance with the rules.
 5. Will no longer need the bus as the Trolley will be running.
 - a. Checknita expressed concerns that it will be enough frequency for the Market's needs, McInnes to look into further.
 6. Market supervisors will be offered free booths in exchange for helping out with the Market.
 - b. Carver stated that they will be going to Council for the Farmers Market. There were quite a few things to be presented at the meeting. McInnes stated that they will need Council permission to once again offer wine at the Market, also they are asking Council to except a blanket fee in exchange for individual vendor fees. Carver stated that they will also be going to present a Market fundraiser of a Farm to Table Dinner to be held in Coulter Parkette.
12. Carver opened the Floor to new business
- a. Robbins stated that Fire Fit will be returning to the Port Elgin Beach again this summer.
13. Carver stated that if there was no more new business we will need a motion to adjourn, motion made Shular, Seconded by Dolbeck, all in agreement. Meeting adjourned at 7:55PM.