

Port Elgin Business Improvement Area

Annual General Meeting

Thursday February 5<sup>th</sup>, 2015

The Wismer House

Minutes

1. Attendees: Luke Charbonneau, Cathy Fenton, Jason Schnurr, Linda Geddes, Linda McQuoid, Melissa Good, Moko Heathers, Neil Menage, Patrick Checknita, Pier Donnini, Amy Shute, Sara Dolbeck, Steve Harris, Mike McIntosh, Melissa Hill, Kaitlyn Shular, Doug Austman, Frances Learment, Jeff Carver, Laura McInnes
2. Meeting called to order by Carver at 7:05pm.
3. Opening remarks
  - a. Last night we got good news, the budget with the partnership between the BIA and the town for new light fixtures in the downtown was approved. The work will take place at the end of the summer.
  - b. Gateway signage was also approved in the Town's budget.
4. Review of 2014 AGM minutes
  - a. Carver asked for the members to review the minutes for acceptance.
  - b. Heathers made mention upon review of the minutes that she would like the Shopper's night with Port Elgin and Southampton separated again.
  - c. There were no other comments
  - d. Harris made motion to accept the minutes, seconded by Shular, unanimously accepted.
5. Budget
  - a. Carver asked the members to review the proposed 2015 BIA budget that they were given in their package
  - b. Every member of the Board had a direct hand in drafting the Budget, and a summary of explanations and their discussion was included with the Budget.
  - c. Four years ago the BIA was carrying approximately \$60,000 surplus in the reserve fund, and the membership displayed displeasure of the large amount of money just sitting there.
  - d. We will be allocating the surplus to take on special projects with the money i.e. The street light project and capital improvements
  - e. Heathers mentioned how the new snowflake lights were a welcome improvement
  - f. Carver open the floor for questions and comments regarding the budget.
    - i. There were no questions or comments
  - g. Fenton made a motion to accept the 2015 budget, seconded by Heathers and unanimously accepted
6. Sub committees
  - a. Using the AGM to gain interest in the sub-committees and volunteers, and to see what their priorities and progress are so far
  - b. *Christmas—Chair Amy Shute*

- i. Shute mentioned that she has heard from many members that they agree with Heathers earlier comment about separating the two shopper's nights, and she feels that the combining of them was a good try but was not the success they were hoping for. Organizationally, it will be easier to keep them separate but work together still in cross-promoting our events.
  - ii. Now that Southampton has a BIA it will be easier to partner together for Christmas and other events
  - iii. Carver called for more volunteers to help the committee get off the ground, Fenton and Heathers volunteered
  - iv. Christmas plans should be finalized by early September
  - v. Shute asked for permission in going forward to find out if we can rent igloos for a Downtown Christmas shopping "village"
- c. *Food and Drink Festival—Chair Pier Donini*
  - i. Savor Saugeen Shores
  - ii. Donini has been in conversation with the town in regards to getting Goderich Street closed from Gustavus to Elgin for the Festival and is moving forward with getting permission.
  - iii. The event needs to have a lot of buy in by the members
  - iv. Spoke to Bruce County Tourism and they were supportive of the event but have no dollars to give, we will have to look elsewhere for sponsorship.
  - v. Most importantly he needs volunteers to make the festival a success.
  - vi. Event to take place the first or second week of June, so that the tourist Season is stretched.
  - vii. Event will go into the evening, proposed 4-12pm.
  - viii. Would like to have block captains to help with communication to the members.
  - ix. McInnes will mail out to the members a request for volunteers.
  - x. Heathers offered to donate some design time.
- d. *Girlfriends Getaway Weekend--Co-Chair Melissa Good*
  - i. Planning of 2015 is well underway.
  - ii. Would like more volunteers.
  - iii. The reception for the event will be taking place at the Museum, and they will be a large sponsor for the event
  - iv. Sponsorship with the local radio stations
  - v. Have testimonials from last year that they can use.
  - vi. Gord MacKay to sponsor the band for the dance.
  - vii. Will not be using the bus this year, and will instead be partnering with the local cab companies.
  - viii. Event looks to be in a good position to be even larger than last years.
- e. *Children's Festival—Chair Amy Shute*
  - i. The committee has 12 volunteers and will take place July 17<sup>th</sup> and 18<sup>th</sup>, with lots of concerts and events planned.
  - ii. Lake Huron Children's Festival
  - iii. Funds raised by the event will go to the proposed Splash pad.

- iv. The committee has been meeting regularly since September on the first Monday of every month.
- v. They are currently looking into sponsorship opportunities.

7. Strategic Plan

- a. Last term the BIA hired Cliff Bilyea to compile a Strategic plan to guide them through their four year term.
- b. It is now mandated in the rules and regulations of the BIA that at the beginning of each four year term, the new board will commission a strategic plan
- c. The board voted and agreed to commission Bilyea to compile this terms plan to help guide the board through the next four year term.
- d. Carver introduced Bilyea and invited him to speak to the members about what he will be doing over the next few weeks.
  - i. Bilyea spoke to membership about the process. See attached sheet provided by Bilyea.
  - ii. Handed out the proposed questionnaire for feedback.
  - iii. Proposing to start the questionnaire with the membership on Monday.

8. Open to the floor

- a. Carver opened the floor to the membership.
  - i. Heathers ideas: Dance off, Ladies road hockey tournament, Paul Bunyan Competition, Talent show.
    - 1. Carver suggested combining those ideas with the planned Festivals.
  - ii. Fenton suggested human foosball
  - iii. Menage asked if the Food and Drink Festival was an adult or Family event.
    - 1. Carver suggested that the Festival was not mutually exclusive, and it would not be like the street dances in the past.
  - iv. Jessica Linthorne from the Town is compiling a checklist to help us plan events, and cut through the extensive red tape.

9. Motion to adorn by Harris, seconded by Dolbeck, unanimously accepted.

- a. Meeting adjourned at 8:32pm.