

Port Elgin Business Improvement Area

Executive Meeting

Thursday January 23, 2015

The Wismer House

Minutes

1. Attendees: Jeff Carver, Linda White, Neil Menage, Sara Dolbeck, Kathy Fenton, Melissa Good, Kaitlyn Shular, Amy Shute, Laura McInnes
2. Meeting called to order by Carver at 7:07pm.
3. Opening remarks from president
 - a. Linda White asked to attend meeting to make sure that policies and procedures that were completed in 2014 are adhered to.
4. Carver opens floor to anyone would like to add to the agenda
 - a. Menage asked if there was an option for formation of a new sub-committee
5. Budget
 - a. Prior to the meeting Carver and Fenton spoke in regards to the budget. They would spearhead the budget formation and collect broad opinions about where the money should be allocated. Then they would compile the budget and circulate to the Executive for feedback, and it would be presented to the members at the AGM
 - b. Dolbeck asked if the sub-committee leaders would have a say in the budget. It was decided that it would only be the Executive.
 - c. Carver will be meeting with Kate Allan at the Town about making sure that the money allocated in the budget will be taken from the right accounts. Menage asked to sit in on this meeting.
 - d. Carver asked if anyone would like to volunteer to meet with him and Fenton to compile the budget Dolbeck and Shute volunteered
 - e. It was decided that the BIA will invest more money into things/events that bring in larger returns, and in the cases of successful events they can draw upon the reserve fund for extra money.
 - f. Dolbeck mentioned that some of the membership have concerns about the large amount of money sitting in the reserve fund. It was discussed that the Bia will not be carrying a large sum of money in the reserve account
 - g. The team meeting to compile the budget will meet Monday the 26th at 5:30pm at The Wismer House
 - h. All in agreement that the budget discussions are closed for this meeting
6. Strategic plan
 - a. In the policies and procedures it was laid out that at the beginning of every 4 year term the new executive is charged to create a new strategic plan for their term.
 - b. Strategic plans will be evaluated to see the success of the Executive

- c. Carver would like to move forward with creating the strategic plan for this term, and would like to hire Cliff Bilyea, the same gentleman that did the previous Strategic plan. His fee last time was \$1500, which is well below the average cost.
 - d. Mr. Bilyea will speak to both the Executive and the membership to create a plan for the next 4 year term
 - e. Fenton suggested introducing him to the membership at the AGM so that they know to expect him, and know what he will be asking.
 - f. Dolbeck commented the price of Mr. Bilyea was more than reasonable and expressed interest in seeing the last strategic plan
 - g. The plan needs to be digestible for all, and most importantly short and concise
 - h. Menage suggested that we have The Shoreline Beacon cover the story of the creation of the plan for the BIA
 - i. Plan will be posted on the town website
 - j. Critical analysis will be done in the form of a report card to make sure we are staying on track ask Mr. Bilyea to create the report card
 - k. White suggests looking into other option for the Strategic plan and to get a couple more quotes before the retainer is signed
 - l. Expansion of the BIA will be included in the plan
 - m. Short and long terms goals to be clearly laid out.
 - n. Strategic plan should also include improving communication within the BIA.
 - o. The Strategic plan needs to be completed right away, and not turn into a long drawn out process as it can sometimes become in the private sector. Need to take a page from the public sector. Catherine Motz was suggested as another facilitator. Dolbeck also has another facilitator in mind.
 - p. Strategic plan needs to be made the number one priority right now.
 - q. Since people get busier as the weather gets nicer, now is our best time to include the membership in the process.
 - r. Shular makes a motion hire Mr. Bilyea for the Strategic Plan for a maximum of \$2000, motion seconded by Shute, all in agreement
 - s. Menage suggests that we start planning for the 150th Canada in 2017, good opportunity for the BIA and should be included in the Strategic plan and we should partner with other groups i.e. the Historical Society
7. 2015 Calendar
- a. The AGM needs to be set for the first week of February
 - i. The meeting will be held Thursday February 5th at 7pm, upstairs at The Wismer house
 - ii. In order call the meeting the membership needs to be given notice of ten business days
 - iii. Notice will be handed out tomorrow
 - iv. It will be stated on the notice that the agenda for the AGM and the proposed budget will be circulated to the membership the week prior to the meeting.
 - v. Reminders of the meeting will also be sent out through mail chimp.
 - b. What is regularity needed for the executive to meet per year, mandated four meetings per year.

- i. Consensus is made that the Executive should meet once per month, the last Tuesday of every month was decided upon, with the exception of July and August. The meetings will be held at The Wismer House at 8pm.
 - ii. Sub-Committees also need to be getting started on their meetings, and need to be given a clear direction. We will be making contact making plans with their chairs.
- 8. Expanding the BIA
 - a. Tied into the strategic plan for the term
 - b. All in agreement that looking into expanding the BIA will be beneficial, and will keep us more in line with the Southampton BIA
- 9. BIA Coordinator
 - a. The Coordinator position ended up being a larger undertaking than was anticipated. Between organizing the BIA and the Farmer's Market, the job that was slated for 5 hours per week, ended up being closer to 15-20 hours per week with the same amount of compensation.
 - b. Opportunity in the future with the Southampton BIA to make both BIA's one full time position.
 - i. Southampton wants to do their first year independently to get their feet under them.
 - c. Possibility to make the position an hourly rate not salary
 - d. Need to give the position more structure and set out a clear contract that will benefit both parties
 - e. One day only a week needs to be designated, not a 7 day a week job.
 - i. Needs to be included in the Strategic plan
 - f. BIA needs to look into grants for the BIA coordinator
 - i. White suggests speaking to Kate Allan, as this is the time of year to apply for them.
- 10. Other Business
 - a. Menage mentioned that John Rich will be backing him up as our council representative, if we communicate with him he will communicate with us.
 - i. He was also saddened to hear that the BIA has to spend money every year replacing lights that the Town cut off the Christmas tree, or never bothered to remove from the tree.
 - ii. Also suggested that we use the small trees from Christmas to make a living snow fence
 - b. Need to design a way to encourage business owners/landlords to improve their facades. Need to use positive measures to put pressure on them to improve.
 - i. Menage said he would talk to council about putting pressure on the property owners
 - ii. Members of the community have expressed concern that the buildings in the downtown are not attractive, and are not happy with all the closures of the businesses in the off season
 - c. Need to include in strategic plan the creation of uniform hours, to make the Downtown more inviting.

- i. Need to create reasons for people to remain open within these uniform hours
 - ii. Need to re-evaluate hours of operation, the majority of purchases take place after 5pm, need to evolve with this. Need to take a chance and evolve with the changing times
 - d. Suggested that Christmas needs to be made into its own Sub-committee.
 - i. Motion made by Shute and seconded by Shular, all in agreement
 - 1. Shute and Shular to Co-Chair
11. Shular makes motion to adjourn at 8:45pm, seconded by Dolbeck, and all in agreement.