

Port Elgin Business Improvement Area

Executive Meeting

Tuesday October 27, 2015

The Wismer House

Minutes

1. Attendees: Amy Shute, Jeff Carver, Neil Menage, Sara Dolbeck, Laura McInnes, Kaitlyn Shular, Cathy Fenton
 - a. Absent: Melissa Simpson-Good
2. Meeting called to order by Carver at 7:06PM
3. Carver asked to start the meeting with an apology. Carver stated his apologies for not keeping the previous meeting on track and for it running so long due to this. Carver stated that he will do better in the future to make sure we stay on task and to the agenda.
4. Carver asked the Board to review the minutes from the September meeting.
 - a. Carver asked if there was any changes or corrections that need to be made
 - b. Need to correct Becky Smith to Becky Hall
 - c. Shute had questions in regards to the Poutine Fest and Children's Festival.
 - i. Was clarified that the question was to be posed to Linda White
 - d. Motion made by Fenton to accept minutes, Seconded by Shular, all in agreement
5. Christmas Promotions
 - a. Shute has been working on the postcards and will have Cameron distribute the postcards by the end of the week.
 - i. BIA members will receive and half will be sent to Southampton for distribution.
 - b. Question was posed as to how many businesses are in the BIA.
 - i. Menage mentioned that the Chamber has list
 1. McInnes stated that their list is not complete and out of date, and Dolbeck or McInnes has a more accurate list
 2. McInnes to contact Melanie from the Southampton BIA for find out how many businesses they have.
 - a. Southampton will be paying for the postcards this year
 - c. We are still in need of sponsors for some of the events for Christmas
 - i. Shular offered to sponsor the Sleigh rides
 - ii. Carver will split the sponsorship of the reindeer with another business
 1. Chamber was asked to sponsor, but stated that their budget was tied up entirely in the parade
 - d. Shute asked the Board to promote the gingerbread completion, and will send out details
 - e. Fenton stated that she has been asked by BIA members as to what the Chamber is contributing to Christmas.
 - i. Shute and McInnes met with Joanne and Nikki from the Chamber to talk about Christmas
 1. Chamber is doing the parade and decorating contest, they will be organizing dancers and street closure for Shoppers Night
 - f. Menage stated that he will be organizing a band for the council float

- g. Carver stated that the parade is a revenue neutral event for the Chamber
 - h. Shute stated concerns that the largest consumer season is lacking in chamber support or participation.
 - i. Carver stated that the largest portion of the funding is tied up in payroll
 - ii. Chamber has backed out of Christmas and has let the BIA take over Christmas
 - i. Carver offered to split cost of reindeer with another business.
 - i. McInnes will ask if Steve Harris from Rosina's will pay the other half.
 - j. McInnes to organize Winter Classic
 - k. McInnes to organize Winter Market
 - l. McInnes will send email out about Christmas events
 - m. Shular will find out if there is a suitable Christmas Tree on her lot, otherwise tree will be from Everest
6. Girlfriends Getaway Update
- a. Update deferred to next meeting in light of Good's absence
7. Sub-Committee Community Group Inquiry
- a. McInnes has received an inquiry from Erin Little as to community participation in the BIA. Little has a group of people that are not members that would like to help further Downtown events and Beautification.
 - i. Carver mentioned that it is nice to see Community buy-in for the Downtown, and that they would not be voting members, and it would be a good resource for the BIA and would lessen the workload for the Executive
 - ii. Motion to accept offer for Sub-Committee made by Shular and Seconded by Fenton, all in agreement
8. Budget
- a. Fenton and Carver met with Sue Dent to make sure the Budget is accurate.
 - b. Carver opened the Floor to questions regarding the proposed Budget.
 - i. Menage asked about Capital Lighting
 - 1. Carver said that Stuart Doyle is working hard to get the light stands in and the top part will be in the next year's Budget for the Town
 - 2. Carver explained it is a partnership with the town over the next 3 years. This amount will complete the entire Downtown with an investment of \$10,000 each year.
 - ii. Shular asked about money Coulter Parkette
 - 1. At Jayne Jagelewski's request Carver met with her at Coulter, Carver insisted that Doyle also be there. Carver was under the impression that Coulter was on the Town's radar, but had no idea why they met as he was told that Coulter will not be on the Town's Budget until 2018.
 - 2. Carver mentioned that BIA has drawings ready to go for the Parkette and it is in the Strategic Plan and is ready to partner with the Town for the Project. However Jagelewski insisted that it would not be on the Budget till 2018. Carver mentioned that if we want work done sooner we would have to go directly to Council and have them direct Staff to allocate the funds sooner.

3. Carver mentioned that allocating money for Coulter ties our hands, and the money previously allocated has been put in a reserve, and if we do that work on Coulter we can pull it out of the reserve account.
 - c. Carver recapped the Budget
 - i. Public Works wages stays the same.
 - ii. \$10,000 allocated to finish the planting of trees
 1. Doyle has the whole Town mapped out for adding trees and garbage disposal containers.
 2. Can add another 12 trees to finish the project, and additional planters to be put out, which will be completed in the Spring.
 - d. Shute inquired as to if we are out of money in Promotions.
 - i. Fenton mentioned that there was \$1,000 in CIBC account from GGW, and that there is still invoices still outstanding.
 - e. Shute asked if we used all \$14,000 this year for Promotions, how \$7,000 will be enough.
 - i. Fenton explained that there were 2014 expenditures to cover this year.
 - ii. Carver mention that we had the most response from Beautification, and need to focus on strengthening the Core, and need to focus on infrastructure.
 - f. Dolbeck voiced concerns about the price of the Dining Guide
 - i. Carver mentioned it was a County initiative with an Economic Development grant, and was a one-time project and not an annual publication, and the Feedback form the County was positive.
 - ii. It was able to be completed due to a RED Grant and we would not have been able to do a project that size on our own, however in the future Tourism needs to help out more.
 - g. Fenton suggested spending more wisely on advertising, getting away from print and more online and social media.
 - i. Carver mentioned Brad Smith from Tourist Town has offered the BIA to use the site for \$400, and will be offering a special price for members at the AGM.
 - ii. Motion to use Tourist Town for all advertising made by Shular, Seconded by Shute, and all in agreement.
 - h. Motion to accept Budget made by Dolbeck, Seconded by Fenton, and all in agreement.
9. Logo Design for BIA
 - a. Dolbeck has been working on the Newsletter with the Co-Op student and has mentioned that she needs a logo for the BIA, as we currently have nothing to use
 - i. Dolbeck mentioned the possibility of a design contest.
 - ii. Carver mentioned that we use the Port Elgin Logo, with BIA on it to make sure we are continuing with the Brand.
 - iii. Carver will follow up with Linda White to see if this is a possibility for the BIA.
10. Treasurer's Financial Report
 - a. Fenton went through and explained the report by line and the Financials will be available with the minutes.
 - i. Dolbeck asked to see detailed report, Fenton will get Sue Dent to email it to the Board.
11. Newsletter and Survey Monkey

- a. Dolbeck is creating a template with the Co-op student Cameron, to be used each month. Newsletter will contain pictures, survey, Business highlight section, links to minutes, and BIA updates.
- b. Dolbeck will have Newsletter ready before Shopper's Night
- c. Dolbeck will also include events for the membership.

12. New Business

- a. Carver informed the Board that he had been contacted by Candice Monahan (owner of the Aveda Salon). Monahan was distressed that her letter to Council regarding her newly purchased building downtown was being ignored.
 - i. Carver expressed concern that Monahan's letter was not put on the Agenda for Council, as Staff deliberately withheld the letter, which did not allow Monahan to voice her concerns.
 - ii. Monahan will now not be able to give her deputation.
 - iii. Carver asked the Board their opinion as one of our Members is in distress.
 - iv. Menage has received an email that evening from the CAO Larry Allison that he is not permitted to discuss the matter as it has now gone to insurance, and Monahan will never be allowed to speak to council regarding the issue.
 - v. Carver wants to understand how and why the breakdown occurred, and why it is allowed to repeatedly happen.
 - vi. Dolbeck mentioned that we need to advocate for a discussion with the Town into the issue.
 - vii. Shute mention frustrations with Staff and finds treatment from them insulting. Shute mention concerns as to why this major breach of basic ethics is allowed to take place with no ramifications.
 - viii. Carver mention concerns that this is a fundamental issue with the Town Staff and Council needs to take action and has no confidence in how the process is working.
 - ix. Council/Municipality has hired a Consulting Company to bring a Report on Organizational review to Council.
 - x. Carver mentioned the issue as why the Town is losing Key Staff members and how their Positions will be filled.
 - xi. Menage mentioned the issue will be most likely an "In Camera" session.
 - xii. Shute mentioned since Monahan will never be allowed to speak can the BIA make a deputation on behalf of all their Members as to the issue.
- b. Menage mentioned he has met with Stuart Doyle in regards to replacing the interlocking brick block by block.
- c. Menage is still working to improve number of parking spaces
- d. Menage suggested BIA goes to Council to get Coulter Parkette expedited.
- e. Menage mentions that the Gateway signs has been passed by Council and \$40,000 will be used to purchase and install the 3 signs.

13. Motion to adjourn made by Dolbeck at 9:15, Seconded by Shute, and all in agreement.