

Port Elgin Business Improvement Area

Executive Meeting

Monday March 9th

The Wismer House

Minutes

1. Attendees: Sara Dolbeck, Amy Shute, Kaitlyn Shular, Laura McInnes, Cathy Fenton, Jeff Carver
Cliff Bilyea. Absent: Melissa Simpson-Good, Neil Menage
2. Meeting called to order by Carver at 7:08PM.
3. Attendees are asked to review minutes from The Executive Meeting on January 23rd.
 - a. Dolbeck would like the wording under item line #8 changed to read "All in agreement into looking into expanding the BIA
 - b. Motion made by Shute to accept minutes with Dolbeck's suggested change, seconded by Shular, all in agreement
4. Agenda item Beautification
 - a. The Chamber of Commerce has set aside \$10,000 in reserve for the BIA to use for street furniture. The BIA will match the dollars and will also seek funding from Spruce the Bruce. The Money will be used to purchase aprox. 30 planters and 8 bike racks for the Downtown.
 - b. Carver asked for a motion to be made to ask the Chamber to release the money. Motion made by Fenton, seconded by Dolbeck, all in agreement.
 - i. Fenton brought print outs of suggestions of planters to be looked at by the Board
 - ii. Shute suggested using the Port Elgin Toolkit to choose the planters and bike racks.
5. Agenda item Farmer's Market
 - a. Carver will be going to Council for a deputation in regards to waiving the Town Vendor fee for the Vendors in the Port Elgin Farmer's Market, and to once again have the street closed.
 - b. McInnes asked for vendor fees will be increased from \$75 to \$125 this year
 - i. This money will be used to help pay for maintenance in the Downtown.
 - c. McInnes has asked to use \$1,000 from the expected Market revenue to purchase tables and chairs for the Market that will remain in the Parkette.
 - d. Motion to increase fees and purchase infrastructure for the Market made by Carver, Seconded by Fenton, all in agreement.
6. Agenda Item Strategic Plan
 - a. Bilyea will complete and make changes to the Executive summary.
 - b. Mission Statement updated to include the Vision of expanding.
 - c. Vision Statement was created was decided to remain the same as the previous term.
 - i. Edit the statement to read as road divisions not landmarks/stores.
 - d. Achievements, McInnes will send information to Bilyea.

- e. Goals were discussed as per the Survey and were assigned timelines and “Champions”.
 - i. If the BIA is too expand, a new representative from the new area will need to be added to the Board.
 - ii. The first and the eighth goal will be joined together.
 - iii. Work will continue on the Beautification projects
 - iv. We need to have Coulter Parkette “shovel ready”, as it is easier to attract funds in that form.
 - 1. Coulter Concept to be completed by December 2015.
 - 2. Stakeholders—Farmer’s Market, BIA, Chamber of Commerce, local Businesses, The Town of Saugeen Shores, SSBEC, and non-profits
 - 3. Design and Development completed for 2016.
 - v. Second goal—Expansion of the BIA
 - 1. Expansion from Concession 6 to Concession 10.
 - 2. Take the survey results and Strategic Plan to Council by the end of March and meet in March.
 - 3. Results from the last two membership surveys have supported expansion of the BIA.
 - 4. Prepare a deputation for expansion for council by June.
 - 5. Need to present a proposed new Budget to the Membership.
 - 6. Shute and Carver will co ordinate a meet and greet for the new membership.
 - vi. Third Goal—Communication Enhancement
 - 1. Maintained Website and quarterly Newsletter
 - 2. Dolbeck to format, Shute to maintain
 - 3. Work started on the Website by April meeting.
 - vii. Fourth Goal—Involvement with Partners
 - 1. Not to be added as an actual goal, but something we should always be working towards
 - 2. Need to maintain Partnerships with the SSBEC and Southampton BIA
 - viii. Fifth Goal—Expand Membership Involvement
 - 1. With better communication this will follow naturally.
 - ix. Sixth Goal—Parking
 - 1. Use the model of the parking lot behind the Library and the importance of signage.
 - 2. Menage to Champion
 - 3. Completed by 2016, longterm
 - x. Seventh Goal—Spruce the Bruce
 - 1. Newsletter update, not a goal
 - f. All were in agreement of the Direction and Changes to the Strategic Plan.
 - g. A new updated draft of The Strategic Plan with completed goals is to be circulated to the Board one week from today and will be presented at the March 31st Meeting. The Executive will either approve or modify the Plan, and it will be circulated to the Membership.
7. Agenda Item New Business

- a. Shute suggested holding an Easter Petting Zoo and “Fair” in the Parkette on the Saturday of the Easter Holiday.
 - i. The Petting Zoo will be \$1000 for 6 hours.
 - ii. Received a positive response from the Reindeer Petting Zoo.
 - iii. Fenton made motion to use \$1000 from new initiatives to pay for the Zoo, seconded by Dolbeck, all in agreement.
 - b. Carver brought forward the WIFI issue. Since Dolbeck has the knowledge and resources to make this initiative a success, she has taken on the challenge to look into possible ways to make the WIFI stretch from Ralph’s to Petro, bandwidth issues and possible advertising opportunities.
8. Motion made to adjourn by Carver at 8:57PM, seconded by Fenton, all in agreement.