



EXETER BUSINESS IMPROVEMENT AREA – BOARD MEETING

Tuesday, November 14, 2017 at 6:30pm

South Huron Municipal Office, 322 Main St. S., Exeter, Ontario

EXECUTIVE MEMBERS – Chair Fred Godbolt, Vice Chair Rose Glavin, Secretary / Treasurer Janice Brock, Beautification Chair Mary Hulley

DIRECTORS – Directors Allen Plant, Adrian Bakelaar, Tira Wootton and BIA Manager Brittany Wise

ABSENT – Promotions Chair Lauryn Marion, Directors James Eddington and Councillor Craig Hebert

RECORDING SECRETARY – Brittany Wise, BIA Manager

MINUTES

1. Welcome and Call to Order

Ms. Brock welcomed everyone to the meeting at 7:25pm (late start due to lack of quorum).

2. Changes to the Agenda and Approval of Minutes of October 10, 2017.

2.1 Approval of the Agenda

MOVED BY: Mary Hulley & SECONDED BY: Janice Brock

“THAT the agenda be adopted as presented.”

MOTION: CARRIED

2.2 Approval of the Minutes of October 10, 2017.

MOVED BY: Allen Plant & SECONDED BY: Mary Hulley

“THAT the minutes of October 10, 2017 be adopted, as presented.”

MOTION: CARRIED

3. Chair’s Message

Mr. Godbolt stated that he was excited to see the Strategic Plan coming along – it puts down on paper the direction we were already headed. He also commented on the success of the Awards Gala.

MOVED BY: Adrian Bakelaar & SECONDED BY: Mary Hulley

“THAT the Chair’s Report be adopted, as presented.”

MOTION: CARRIED

4. Delegation Nil

5. Councillor's Report

Councillor Hebert stated that the community grant request came forth to council – they deferred until further recommendation from the CAO. He noted the 1% corporate tax decrease to small business that is intended to offset some of the Bill 148 expenses.

There was a brief discussion about the vacant properties in town and rumors about businesses coming to town, which Councillor Hebert could not confirm because none of them have come before Council.

MOVED BY: Adrian Bakelaar & SECONDED BY: Allen Plant

"THAT the Councillor's Report be adopted, as presented."

MOTION: CARRIED

6. Financial Report

6.1 Treasurer's Report – October 2017

In October, we received one of 2 outstanding payments for the 360 video project, as well as payment for the Breakfast with the Mayor coordination.

Expenses included the regular payroll deductions, rent, hydro, phone and internet. Expenses will also include 360 video filming, as well as printing and advertising for the Coupon Book.

6.2 Treasurer's Report – November 2017

In November, we received the final payment for the 360 video project, payment for the Breakfast with the Mayor coordination, payment for a few Coupon Books and some merchandise at the Welcome Centre.

Expenses will include the regular BIA Manager salary and payroll expenses, rent, hydro, phone and internet. Expenses will also include 360 video promotion, some Christmas Festival expenses, and our share of the filming for the promotional video project. The promotional fees will come as the videos are released.

MOVED BY: Mary Hulley & SECONDED BY: Allen Plant

"THAT the financial report be adopted as presented."

MOTION: CARRIED

7. Promotions

7.1 Promotional Videos

The first of the promotional videos was launched at the Awards Gala on October 26, then on the BIA's social media on Friday, October 27. As of November 9, the video has had:

- 63,480 reach (45,618 organic, 18,265 paid)
- 6,100 post clicks

- 385 likes
- 44 comments
- 464 shares
- 36,199 views

We've also increased our Facebook page likes significantly in the past month, partly because of the video. The next video in the series will be launched the first part of December.

Ms. Wise also noted that Campus Creative (our website company) has started to do a series of "It's my Business" videos featuring Exeter businesses. LUVU Naturally is the first video being shot & it will air by the end of the month.

7.2 Coupon Book

The BIA Manager is working on getting the number of books sold from all participating businesses and hopes to have a report for the BIA meeting. She knows there are at least 750 sold. The first and second round of gift cards have been given out, with the last round happening at the end of November.

7.3 Moonlight Madness

Feedback on the Moonlight Madness event suggested that attendance was not as high as the spring Ladies Night Out event, but that overall it was pretty good considering. Many businesses suggested that we do it at the end of September so that there is more time between this event and the Christmas Festival. It would also be a better time for moving fall merchandise. The Promotions Committee will discuss and decide on a date for 2018.

7.4 Christmas Festival

The Christmas Festival is coming along nicely. This year, we have a more defined partnership with the Exeter Community Food Bank, since many events were already collecting items – so we have just made them the official event cause.

We are not collecting a list of retailers participating in the Open House this year – its too much work to track them down and marketing looks inconsistent. Instead, we're promoting that there is an Open House happening and said that they are responsible for their own advertising.

7.5 Planning for 2018

Ms. Wise stated the committee has not met since early summer because she had all the direction she needed to simply run the initiatives. She hopes to meet in the next month to discuss plans for 2018, but wants to make sure that the plans meet strategic plan objectives.

MOVED BY: Janice Brock & SECONDED BY: Adrian Bakelaar

"THAT the promotions report be adopted as presented."

MOTION: CARRIED

8. Beautification

8.1 Banner Program

Ms. Wise has not had any time to follow up about this month. She will try to get some of the questions answered for the meeting.

8.2 Planning for 2018

The BIA met with the Municipality and Communities in Bloom to discuss plans for 2018. We were informed that Plant Paradise (flower provider) is closing this year and will not be providing flowers in the 2018 season. This means that the Municipality needs to do a tender of RFP.

MOVED BY: Mary Hulley & SECONDED BY: Adrian Bakelaar

"THAT the beautification report be adopted as presented."

MOTION: CARRIED

9. Member Events

9.1 Awards Gala

Ms. Wise stated that the Awards Gala was a successful event to a sold out crowd at Oakwood Resort. Overall, the event went off very well, but feedback suggests that we need to have the event at a larger venue. Some people think the event should be on a Friday or Saturday evening, but the committee has yet to discuss and decide on a date for 2018.

The board had concerns about the Chamber Executive Director not being in attendance at the Gala and the days leading up to the Gala, because it is to be a joint event with shared responsibility. They stated that this situation should not happen in the future.

MOVED BY: Mary Hulley & SECONDED BY: Adrian Bakelaar

"THAT the Member Events report be adopted as presented."

MOTION: CARRIED

10. Economic Development

There was a meeting in October, where approval was provided for the promotional videos, the Ambassador Program was discussed and the South Huron Chamber of Commerce Workforce Development work plan was introduced with good feedback from the group.

MOVED BY: Allen Plant & SECONDED BY: Adrian Bakelaar

"THAT the Ec Dev report be adopted as presented."

MOTION: CARRIED

11. Digital Sign Report

Ms. Wise had not had any time to dedicate to the sign between the Awards Gala, Christmas Festival and Strategic Plan. She will get working when she has a chance.

Mr. Godbolt is going to circle back with the CAO to discuss options. Ms. Wise was directed to take the digital sign out as a revenue source in the 2018 budget.

MOVED BY: Mary Hulley & SECONDED BY: Tira Wootton

"THAT the Digital Sign report be adopted as presented."

MOTION: CARRIED12. BIA Manager's Report

12.1 Strategic Planning

Ms. Wise presented the DRAFT Strategic Plan for the BIA. The document outlines goals, objectives and performance measures, but there will be additional work plan documents developed that include the activities and actions that will work to achieve the goals and objectives. Ms. Wise is working on developing draft work plans in each of the 4 key areas that will provide direction for 2018 and beyond.

12.2 JCP Positions

We have yet another person in mind for the marketing JCP position and are just waiting for the signed paperwork to come from the funder. Ideally, the individual will start in the coming weeks.

12.3 Rural Economic Development (RED) Funding Program

Since the last BIA meeting, the RED grant application has become a partnership between the BIA, Chamber and Municipality. The project will focus on workforce attraction and small business marketing tools and will ask participating businesses to share in a play-to-play model where their funds will be leveraged for matching funds.

Additionally, the grant states that the BIA and Chamber are putting in \$2,000.00 each and the \$10,000 from the Municipality's Ambassador Program is also being leveraged. This will give us a total of \$20,000 to be matched. The application is being submitted by December 1, 2017; we should know by the end of March 2018 if we're successful.

12.4 Roundtable: Bill 148

The Chamber of Commerce recently held a session on Bill 148, which was a very informative session, but only 5 local employers attended. What can they do to attract more people? Or to get people to care about this issue that has huge implications on small businesses?

12.5 Christmas Social at Crabby Joe's

Ms. Wise reminded the group that the annual Chamber / BIA Christmas Social event is on Monday, November 27 from 5-8pm. Members are asked to bring an unwrapped item for the Christmas Bureau. Please RSVP by November 22 at 4pm. Ms. Wise reported that RSVP numbers are low and the board suggested that there were too many business events this fall.

There was also a discussion about if we should serve food and charge money or if people should just order food themselves if they wanted it. It might be too late to change this year, but a discussion point with the Chamber for 2018.

MOVED BY: Adrian Bakelaar & SECONDED BY: Allen Plant

"THAT the BIA Manager report be adopted as presented."

MOTION: CARRIED

13. Non-Director Comments Nil

14. Upcoming Events

Next Regular Meeting: *Tuesday, December 14, 2017 at 6:30pm at the Town Hall**

15. Adjournment

MOVED BY: Mary Hulley & SECONDED BY: Tira Wootton

"THAT the BIA meeting does now adjourn at 8:50pm."

MOTION: CARRIED

Fred Godbolt, Chair

Janice Brock, Secretary / Treasurer

Brittany Wise, Recording Secretary