



EXETER BUSINESS IMPROVEMENT AREA – BOARD MEETING

Tuesday, January 9, 2018 at 6:30pm

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

EXECUTIVE MEMBERS – 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 and Councillor Craig Hebert

ABSENT – Chair Fred Godbolt, Promotions Chair Lauryn Marion and Director James Eddington

RECORDING SECRETARY – Brittany Wise, BIA Manager

MINUTES

1. Welcome and Call to Order

Ms. Wise welcomed everyone to the meeting at 6:35pm.

2. Changes to the Agenda and Approval of Minutes of November 14, 2017.

2.1 Approval of the Agenda

MOVED BY: Mary Hulley & SECONDED BY: Tira Wootton

“THAT the agenda be adopted as presented.”

MOTION: CARRIED

2.2 Approval of the Minutes of November 14, 2017.

MOVED BY: Adrian Bakelaar & SECONDED BY: Tira Wootton

“THAT the minutes of November 14, 2017 be adopted, as presented.”

MOTION: CARRIED

3. Chair’s Message

In the Chair’s absence, Ms. Wise read a message on his behalf.

Mr. Godbolt stated that as we start 2018, the BIA is well positioned. Following the 2017 strategic planning sessions, we now have a draft Strategic Plan that will align our activities for the next 3-5 years. We hope to finalize and approve the Strategic Plan in the coming months.

He also noted that we are closer to finalizing a budget for 2018. We will be reviewing a draft tonight, which plans to approve in the next month or so.

Mr. Godbolt also noted that we need to be looking to add some new members to our board and / or various committees. He asked to board members to bring forward suggestions.

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 noted that there isn’t much new to report from the last meeting. He stated that there will be a feasibility study for the Rec Centre and that the Rec Centre committee will come back Council with recommendations, then a decision will be made about the scope of the project. Council has dedicated \$7.5 million over 25 years and the remainder will be funded through grants and fundraising.

The outdoor pool is proceeding in 2018 and will be funded with wind money to the tune of \$1.5 million over the next 5 years, with no additional funds from the tax levy.

Hebert explained that not much of the wind money has been allocated; the only other project so far has been Port Blake. He stated that the wind fund is approximately \$400,000 for 20 years.

As for the Coffee Culture building, he expressed that Council is very disappointed that the owners haven’t done anything more with the building. It is to the point that the Municipality has waiting too long and will probably take action in next month or so.

He reassured the board that nothing had come to Council about plans for the corner of Main and Thames, so could not confirm any of the rumors.

MOVED BY: Adrian Bakelaar & SECONDED BY: Mary Hulley

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

MOTION: CARRIED

6. Financial Report

6.1 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 included the regular BIA Manager salary and payroll expenses, rent, hydro, phone and internet. Expenses also included 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.

6.2 Treasurer's Report – December 2017

In December, we received money for 140 Coupon Books, sold a white squirrel bracket and reimbursement for bank charges in December.

Expenses included the regular BIA Manager salary and payroll expenses, rent, hydro, phone and internet. Expenses also included more 360 video and promo video promotion, Christmas Festival expenses, some Coupon Book expenses, the purchase of the “pro” Hootsuite account for social media scheduling and digital sign hardware replacement expenses.

Ms. Wise also noted that the BIA received the invoice from the Lions Club for the Santa Claus Parade and it was about \$300 over what was budgeted for the parade due to the added float construction supplies. The board agreed to pay the invoice, but noted that we should send a letter to the Lions Club thanking them for their outstanding support and explain that as a non-profit organization, its crucial that we stay within the budget set. If there are any float expenses, we'd just like to be advised so we can allocate money within the budget. With the overage in 2017 and because we've been told that there shouldn't be any further improvements needed, the letter will also note that there are to be no float expenses in 2018.

MOVED BY: Janice Brock & SECONDED BY: Adrian Bakelaar

“THAT the BIA Board approves the \$295 overage on the parade expenses. To justify the overage, there will be no budget for float supplies in 2018.”

MOTION: CARRIED

6.3 Treasurer's Report – Cash Flow Update

As is show in the “Anticipated Expenses / Revenue – January 2018” report, in January it is expected that we will receive \$7,500 in revenue and have about \$8,300 in expenses. In February, we'll have enough funds to pay our regularly monthly expenses, but will need to wait until we receive the first levy installment and / or the Awards Gala Coordination fee before we can pay the flower watering bill and any other expenses.

Ms. Wise also explained that the flowers were over budget this year by approximately \$3,250; \$1,000 over on the flower purchase and \$2,000 over on watering expenses. It was noted the flower expenses are significantly over the amount we had budgeted and the board wanted to see a breakdown of why the watering went so far over budget before we can discuss payment.

6.4 Draft 2018 Budget

The proposed budget is similar to last year's budget - the items in red are still to be confirmed. One notable change is that due to the status of the sign, we are not projecting any revenue from the sign, but the hydro expense for the sign is still included for now.

There is an increase in the beautification budget to accommodate the banner program and / or extra flower costs as it has cost us more than we've budgeted the last 2 years.

There is a decrease in the projected marketing budget, but note in 2017 we proposed a pay-to-play radio advertising project that will not be happening in 2018. The rest of the items will remain similar to how funds were spent in 2017, but Ms. Wise is meeting with the marketing committee next week to review the budget and will include any changes that they want to see.

The board had no issues with the draft budget as presented. After final numbers are confirmed on a few items, the board will approve the budget in February.

MOVED BY: Craig Hebert & SECONDED BY: Adrian Bakelaar

“THAT the financial report be adopted as presented.”

MOTION: CARRIED

7. Promotions

7.1 Promotional Videos

The second promotional video was launched last week on both the BIA and Municipality's social media. So far, the results have been good with the following on Facebook and Instagram:

- 164 likes
- 28 shares
- 15,348 reach
- 13,015 views

7.2 Coupon Book

There are approximately 1,000 books sold – we will be just over the break-even on expenses from the Coupon Book and Christmas Festival this year. Ms. Wise is working on collecting the sales and will be able to confirm final numbers in February.

7.3 12 Days of Christmas Campaign

We ran the 12 Days of Christmas Giveaways this year, featuring 12 local businesses. The engagement great – we've grown our page by 75 followers in December with most posts receiving over 3,000 reach.

7.4 Finding Exeter – Putting Exeter on the Digital Map

Through the JCP program, we are going to provide some support for businesses to make sure they are using online tools to their advantage. As the JCP learns, she is developing a series of emails and posts (for the BIA member Facebook group) that will show members how to take advantage of the tools.

Furthermore, Ms. Wise met with Postmedia staff about how we can work together to get the business community online. We're developing a series of workshops around the various elements of a good online marketing strategy. Postmedia has lots of awesome tools – like a cyber score card – to help businesses understand how they can improve their digital presence.

There will be an initial survey to members, followed by an educational email campaign and a series of digital marketing workshops held this winter / spring, depending on what the survey results suggest. The JCP will start doing one-on-one visits in February.

7.5 Planning for 2018

Ms. Wise plans to meet with the marketing committee in January to discuss and finalize plans for 2018, ensuring that they align with the strategic plan objectives. The marketing budget will remain very similar.

MOVED BY: Mary Hulley & SECONDED BY: Adrian Bakelaar

“THAT the promotions report be adopted as presented.”

MOTION: CARRIED

8. Beautification

8.1 Banner Program

Ms. Wise has followed up with Consolidated Signs a few times, but has not been provided with a sample of the materials in order for us to select a vendor. She spoke with Cam today, he said that he hadn't received a sample from his supplier, but would pick one up the next day and deliver to us.

After hearing some mixed feedback for the banner design plan, Ms. Hulley asked if there should be a subcommittee developed a design to present at the next meeting. The board agreed and Ms. Hulley, Mr. Plant and Ms. Wise were assigned a banner subcommittee that would bring ideas back for the next meeting.

Ms. Wise noted that the program would need to be by the end of February at the latest in order to get the banners on the poles in May / June.

8.2 Planning for 2018

Ms. Wise plans to meet with Mary to review the beautification work plan and come up with a plan to recruit more subcommittee members.

MOVED BY: Tira Wootton & SECONDED BY: Rose Glavin

"THAT the beautification report be adopted as presented."

MOTION: CARRIED

9. Member Events Nil

10. Economic Development

There was no Economic Development advisory meeting in November or December. Ms. Wise attended a meeting for the Ambassador Program – it seems like there is still a lot to do on that project before it can be launched.

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 explained that due to sign software challenges, the sign has not been updated yet. Ms. Wise is working with LRV Computing to find a solution.

MOVED BY: Mary Hulley & SECONDED BY: Tira Wootton

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

MOTION: CARRIED

12. BIA Manager's Report

12.1 Strategic Planning

Ms. Wise has been working away at the Strategic Plan and the work plans for each of the goal areas. She has started working on making the objectives 'SMART,' but is willing to take suggestions.

Ms. Wise is planning to meet with the marketing and beautification subcommittees to review their respective work plans for edits, they will be brought back for board approval in February.

The board was asked to review the organizational capacity and economic development work plans before the next meeting. The work plans will be presented for final approval in February.

12.2 JCP Positions

The marketing JCP has officially started! Unfortunately, there was some confusion around the length of the project – we were told that no matter when the person started, we would have them for 42 weeks. This is not the case – she will only be with us until July. Ms. Wise has been working to get her trained and provide support as needed.

12.3 Rural Economic Development (RED) Grant Program

The BIA, in partnership with the Municipality and Chamber of Commerce (lead applicant) have submitted a RED grant for community marketing for workforce attraction. Workforce attraction is a key objective of OMAFRA, but this can also be thought of as business attraction from the BIA perspective.

The project is worth \$77,200, with \$38,600 in matching funds from RED. The BIA is putting in \$3,000.00 – all of which is money we already have allocated to items that will be receiving matching dollars. We hope to know by the end of March 2018 if we're successful.

12.4 Christmas Social at Crabby Joes

The Christmas Social saw half of the attendance that we normally get to this event. We think that the fact the BIA / Chamber have hosted so many events this fall (Awards Gala, BA5's, roundtables, etc.) meant that people couldn't come to everything. We will avoid planning so many events during October – November next year. The board suggested that the Chamber develop a one-pager about what makes an Business After 5 event successful to avoid poor attendance at those events in the future.

12.5 Memorandum of Understanding (MOU)

Ms. Wise has developed a draft MOU between the BIA and the Municipality. She would like the BIA Board to review and make any relevant changes before submitting to the CAO.

The board discussed that we need to look into the insurance portion of the MOU and may need to purchase additional insurance if required.

MOVED BY: Allen Plant & SECONDED BY: Mary Hulley

"THAT the BIA board approves the draft Memorandum of Understanding (with changes discussed) and that a final draft version come back to the board before it goes to Council."

MOTION: CARRIED

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, February 13, 2018 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 8:28pm."

Mary & Adrian will not be at the meeting.

MOTION: CARRIED

Rose Glavin, Vice-Chair

Mary Hulley, Beautification Chair

Brittany Wise, Recording Secretary