



EXETER BUSINESS IMPROVEMENT AREA – BOARD MEETING

Tuesday, February 13, 2018 at 6:30pm

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



EXECUTIVE MEMBERS – Chair Fred Godbolt, Vice Chair Rose Glavin and Promotions Chair Lauryn Marion

DIRECTORS – Directors Allen Plant, Tira Wootton and BIA Manager Brittany Wise and Councillor Craig Hebert

ABSENT – Secretary / Treasurer Janice Brock, Beautification Chair Mary Hulley and Directors Adrian Bakelaar and James Eddington

RECORDING SECRETARY – Brittany Wise, BIA Manager

MINUTES

1. Welcome and Call to Order

Ms. Wise welcomed everyone to the meeting at 6:39pm.

2. Changes to the Agenda and Approval of Minutes of January 9, 2018.

2.1 Approval of the Agenda

MOVED BY: Lauryn Marion & SECONDED BY: Rose Glavin

“THAT the agenda be adopted as presented.”

MOTION: CARRIED

2.2 Approval of the Minutes of January 9, 2018.

MOVED BY: Rose Glavin & SECONDED BY: Tira Wootton

“THAT the minutes of January 9, 2018 be adopted, as presented.”

MOTION: CARRIED

3. Chair’s Message

Mr. Godbolt welcomed everyone to the meeting. He noted that this was one of his last meetings as Chair because Rose Glavin will be taking over the position at the AGM on March 6, 2018.

MOVED BY: Lauryn Marion & SECONDED BY: Rose Glavin

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

MOTION: CARRIED

4. Delegation Nil

5. Councillor's Report

Councillor Hebert said that due to a conference attended by members of Council, they have only had one Council meeting since the last BIA meeting in January. He stated that he didn't really have anything relevant to report and asked if there were any questions.

He confirmed that the outdoor pool is proceeding as planned and will be ready for use this summer. He noted that the steering committee has their first meeting this Thursday night.

MOVED BY: Lauryn Marion & SECONDED BY: Tira Wootton

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

MOTION: CARRIED

6. Financial Report

6.1 Treasurer's Report – January 2018

In January, we collected some outstanding Coupon Book funds and received the Municipal grant for the Welcome Centre expense. Our expenses were all typical monthly expenses, plus some outstanding Christmas Festival expenses.

6.2 Treasurer's Report – February 2018

In February, we collected a large amount of outstanding Coupon Book sales. Expenses were typical monthly expenses, plus some holiday and promo video advertising and digital sign tech support fees.

6.3 Treasurer's Report – Cash Flow Update

At the end of February, we are expected to have approximately \$9,000.00 in the bank. In March, we'll receive \$1,400.00 in outstanding Coupon Book sales; \$7,000.00 for Awards Gala coordination; \$1,075.00 for JCP rent from 2017 and the balance of office expenses; and \$34,342.50 from the first levy installment of 2018.

In March, our expenses will be approximately \$5,375.00. We also need to pay the flower invoice from 2017 (as soon as we settle the discrepancies with MOSH). At the end of March, we'll have just over or just under \$40,000.00.

6.4 Draft 2018 Budget

The board had already reviewed the draft budget at the January 2018 board meeting. Ms. Wise made a few small adjustments, including:

- Since we have not received a final total from the Chamber for the BIA share of the Awards Gala monies, we're using an approximate number of \$7,000 (based on BIA budget for the Gala);
- We have confirmed that the BIA will receive \$1,000 for rent from the JCP program in 2017 and \$1,400 in 2018;
- Confirmed our share of the office expenses was \$515.88 (please note, this is lower because we've been able to run some of it through the JCP program). We also only paid half of the phone / Internet for a total of \$588.00. The difference is \$76.12, which is owed to the BIA from the Chamber.
- The final total for 2017 Coupon Book sales was increased to \$11,640.00;

- Although the Municipality suggested that we increase the budget lines for flowers, the BIA Board decided that they do not want to spend more than \$8,000.00 on flowers. Ms. Wise and Mr. Godbolt will discuss this at the meeting regarding flower expenses in 2017 and 2018;
- To balance the budget, they board wanted to put the \$1,600.00 under marketing reserves.

MOVED BY: Allen Plant & SECONDED BY: Rose Glavin

"THAT the draft 2018 BIA budget adopted as presented."

MOTION: CARRIED

MOVED BY: Lauryn Marion & SECONDED BY: Rose Glavin

"THAT the financial report be adopted as presented."

MOTION: CARRIED

7. Promotions

7.1 Planning for 2018

Ms. Wise met with the marketing committee and finalized plans for 2018. The committee also approved the marketing work plan.

7.2 Website Update

Ms. Wise did a complete website update – making sure all information and dates are current. She also added a business directory with links back to business websites or Facebook pages (only if they had no website) – she was told this would help improve the businesses search engine optimization.

Ms. Wise also did additional back end work that to increase search engine optimization (adding parent pages, etc.). She also cross-referenced the list of outstanding items from Campus Creative and reached out to find out the status on those items. She had a phone meeting with them today – there are a few outstanding items to be completed by them and us, which Ms. Wise will work on with them. As of now, we are on schedule to pay the balance owing after receiving our first levy installment as planned.

MOVED BY: Tira Wootton & SECONDED BY: Allan Plant

"THAT the promotions report be adopted as presented."

MOTION: CARRIED

8. Beautification

8.1 Banner Program

The banner subcommittee (Ms. Hulley, Mr. Plant and Ms. Wise) met at the end of January to discuss a new approach for banner design. They planned to do banners with similar theme, but 6 different colours and action oriented words (shop, dine, play, etc.), with different pictures on each banner that fits with the word on the banner. The board felt that having different banners and different colours would not be aesthetically pleasing.

Ms. Glavin had suggested we consider using the word "experience" in front on another word to stick with our branding, the board liked this better.

Additionally, we received two quotes for banner design that were based on each banner being different (different images, words, sponsor logos, etc.), which increased the cost per banner. The board didn't feel that it would necessarily impact the sponsorship procurement – they felt that it's more important to create a good-looking banner program that businesses will want to be part of.

The board decided on the following:

- 4 different colours (to represent each of the 4 districts in town);
- 6 different words that would all start with "experience" (these words will be selected on relevance and the photos that we have to use on the banners);
- The banner colours need to fit with our branding, but also need to pop off the poles, so we need to consider different colours than the examples shown.

Ms. Wise was asked to confirm if the banners would fade over time, as that will influence the colours and photos selected.

The board selected Nicole Marie Creative because she was significantly cheaper and is a local provider. Ms. Wise will follow up with the designer to start the concept process and will bring the samples back to the board for review.

Ms. Wise noted that the goal is to get the banners up mid-June, but we'll see how quickly we can make this project move.

8.2 Flower Invoice Update

Ms. Wise worked directly with Ms. Fields to determine why the flowers cost more than we expected and we determined that we were charged for the following costs that we did not anticipate:

- a) Installation and removal of the flowers (it was agreed upon when the partnership first happened that this would be a service provided by the municipality);
- b) Watering of the Communities in Bloom flower barrels;
- c) The watering also took on average 5.5 hours per day, though we had based our budget upon 3 hours per day.

Ms. Wise and Mr. Godbolt plan to meet with CAO Dan Best soon to review the issues and to request the consideration of the removal of a) and b) expenses from our invoice. We will also inquire further about why the watering took significantly longer this year and discuss how to stay on budget for future years.

8.3 Flower Tender Update

The joint flower tender closed on Friday, February 9 at 2pm – there were no submissions. Ms. Wise will work with MOSH staff to determine the best way to move forward.

8.4 Signage By-Law Enforcement

In light of the recent inquiry from a BIA member regarding signage by-law enforcement, there was discussion on what the BIA should be doing to support members who are opposed to the fee. We fully support having a Signage By-Law, but board members felt that we should have a better understanding of what other municipalities charge so that we are being charged a similar rate.

Ms. Wise was asked to contact OBIAA for any information they could provide. She was also asked to write a letter to the Municipality requesting that they do a review of the costs in surrounding municipalities.

8.5 Planning for 2018

Ms. Wise still needs to meet with Ms. Hulley to review the beautification work plan, which she will do after Ms. Hulley returns from vacation.

MOVED BY: Craig Hebert & SECONDED BY: Tira Wootton

“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 January due to lack of quorum. CAO Dan Best presented some tools in order to gain feedback from Ec Dev Committee members – a community asset-mapping tool and Townfolio, a tool to show current data of South Huron to inquiring investors. Both received positive feedback from the committee.

MOVED BY: Allen Plant & SECONDED BY: Lauryn Marion

“THAT the Ec Dev report be adopted as presented.”

MOTION: CARRIED

11. Digital Sign Report

Since the last BIA meeting, Ms. Wise and LRV were in communication with the sign manufacturer in Florida. She worked to try suggestions by the manufacturer with no solution to fix the sign.

As of January 19, Mr. Godbolt and Ms. Glavin directed Ms. Wise to stop all work on the sign and to have the power turned off because it is costing too much, especially when we’re not generating any revenue. This was their solution until the board could make a final decision about the future of the sign.

We do not owe advertisers anything – all the ads were up as of October 2017, but we didn’t sell any ads because we needed to make a decision about how we were moving forward.

As of right now, Mr. Godbolt and Ms. Wise plan to talk to CAO Dan Best to see if they have any interest in partnering on a new digital sign or what they would like to see happen with that sign, specifically because the sign itself is a municipal asset. We will report back at the next meeting.

MOVED BY: Lauryn Marion & 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 asked the board to be prepared to review and discuss the strategic plan so that it can be received for final approval in March. There was a brief discussion about comments, questions and concerns, which will be changed before the final document can be approved in March 2018.

12.3 OBIAA Conference

The OBIAA Conference is on April 15 – 18 in Collingwood. Early bird registration is \$649.00 before March 1. The cost of the hotel is approximately \$120 per night (x 3 nights) = \$360.00 for accommodation. Mileage will be approximately \$160.00. There is also a special professional development session hosted by destination guru Roger Brooks for an additional \$50.00.

All of this for a total cost of \$1,220.00, but the budget for professional development is only \$1,000.00. The board agreed to send Ms. Wise.

MOVED BY: Allen Plant & SECONDED BY: Fred Godbolt

"THAT the BIA Manager is to attend the OBIAA conference at the increased price of approximately \$1,220.00."

MOTION: CARRIED

MOVED BY: Tira Wootton & 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, March 6 2018 at 6:30pm at the Town Hall**

Annual General Meeting: Tuesday, March 6 2018 at 7:30pm at the Town Hall

15. Adjournment

MOVED BY: Rose Glavin & SECONDED BY: Tira Wootton

"THAT the BIA meeting does now adjourn at 8:15pm."

MOTION: CARRIED



Fred Godbolt, Chair



Rose Glavin, Vice-Chair



Brittany Wise, Recording Secretary