



## **EXETER BUSINESS IMPROVEMENT AREA – ANNUAL GENERAL MEETING**

**Tuesday, March 6, 2018 at 7:30pm**

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

Executive Members – Chair Fred Godbolt, Vice Chair Janice Brock, Promotions Chair Lauryn Marion, Beautification Chair Mary Hulley

Directors – Adrian Bakelaar, James Eddington, Rose Glavin, Tira Wootton, Allen Plant, Council Rep. Craig Hebert, BIA Manager Brittany Wise.

Incoming Directors – N/A

## **AGENDA**

- 1. Welcome and Call to Order**
- 2. Changes & Approval of the Agenda**
- 3. Approval of the AGM Minutes of April 10, 2017**
- 4. Chair's Message**
- 5. Review of 2017 / Upcoming in 2018**
- 6. Delegations**
- 7. Business To Be Carried Out:**
  - a. Approval of BIA Executive
  - b. Approval of 2018 BIA Budget
  - c. New Business for 2018
- 8. Confirming Actions**
- 9. Adjournment**



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**EXECUTIVE MEMBERS** – Chair Fred Godbolt, Vice Chair Janice Brock

**DIRECTORS** – Beautification Chair Mary Hulley, Directors Rose Glavin, Allen Plant and James Eddington, Councillor Craig Hebert and BIA Manager Brittany Wise

**ABSENT** – Promotions Chair Lauryn Marion, Director Adrian Bakelaar

**NON-DIRECTORS** – Tira Wootton (incoming Director)

**RECORDING SECRETARY** – Brittany Wise, BIA Manager

## **MINUTES**

1. Welcome and Call to Order

Mr. Fred Godbolt welcomed everyone present at the BIA Annual General Meeting at 7:49pm.

2. Changes & Approval of the Agenda

**MOVED BY: Mary Hulley                      &                      SECONDED BY: Janice Brock**

**“THAT the Agenda for the Exeter BIA Annual General Meeting be approved.”**

**MOTION:                      CARRIED**

3. Approval of the AGM Minutes of April 12, 2016

**MOVED BY: Mary Hulley                      &                      SECONDED BY: Allen Plant**

**“THAT the minutes of Exeter BIA Annual General Meeting of April 12, 2016 be adopted.”**

**MOTION:                      CARRIED**

4. Chair’s Message

Mr. Godbolt stated that he is glad to wrap up 2016. Overall it was a good year, but we had some challenging situations with the website development and the bump out, but noted that we’ve done a good job getting through it. He also noted that he is looking forward to completing a strategic plan for the BIA – we’ve come a long way from the last one and a new one is overdue.

5. Review of 2016 / Upcoming in 2017

Ms. Wise explained that in 2016, the BIA launched their new visual identity and a new website and noted that even with the problems we’ve been having with the website company, we were able to use the site to provide information to members and the community.

She stated that the BIA hosted the same consumer events as in 2015, but added the Summer Social event in the summer of 2016 to encourage member networking. She noted that the second annual Excellence Awards Gala was a smashing success.

In terms of print materials, the BIA printed the third edition of the Exeter Coupon Book, which was the most successful yet. The BIA was also involved in development of the South Huron Map and Guide and the Shop, Dine, Stay, Play Card in partnership with the Exeter Times-Advocate and the Municipality of South Huron. The BIA did print advertising in the Grand Bend Visitor Guide and the Drayton Theatre Guide. The BIA did two shop local campaigns including "Construction Sucks" in conjunction with the bridge reconstruction project and a holiday shopping campaign.

The BIA continued to utilize social media as a tool to promote members, community events and information. The Experience Exeter Facebook page grew to 1,945 likes (up 561 likes in 2016), and the Twitter account grew to 885 followers (up 203 followers in 2016). The BIA introduced an Instagram feed in 2016 and received 378 followers in 2016.

The BIA and Municipality of South Huron took a shared approach to again flowers in 2016, with a 50% cost-share agreement. The flowers were ordered through a joint municipal tender and the water contractor was hired and managed by the Municipality. The BIA also worked with the Municipality to see the installation of 5-6 parking signs for municipally owned parking lots in Exeter.

The Municipality and County of Huron undertook a rezoning project for the Thames Road corridor. The BIA actively participated in that process – which was the first time we've ever participated in an initiative like that. The BIA also continued to co-manage the Welcome Centre under a shared model, with the support of the Municipality of Huron. This vendor has been crucial in our ever-growing partnership with the Chamber of Commerce.

Ms. Wise stated that in 2017, all events held in 2016 will be held again and a fall Ladies Night Out (name and date TBC) event would be added. Work will continue on the BIA website to increase search engine optimization, website load times and enhance content.

She noted that the BIA is putting a focus on trying to put Exeter (both businesses and community assets) on the digital map through Google listings, TripAdvisor, etc. In addition to the free listings, the BIA is also doing an Exeter 360 initiative that will see 360 degree videos of the interior of participating businesses as hopefully some community assets – it's a great way for visitors to experience Exeter before arriving, but also a way to increase search engine optimization of Exeter.

Ms. Wise noted that although the Promotions Committee was willing to invest into a co-op radio advertising campaign, there was not enough interest from members to proceed with the campaign. Instead the committee is looking into developing short promotional videos that would include general business promotion and community assets to highlight Exeter as a good place to live, visit and do business. The BIA is also exploring the option of a multi-store gift card that would allow any BIA member to participate. This type of program would allow us to track the amount of investment to member business per promotional dollars spent.

In 2017, the BIA plans to advertise in the Grand Bend Visitor Guide, the Drayton Theatre Guide, the Bach Music Festival program and the 4 local tournament programs. Ms. Wise noted that since the "commerce map sign" vision has never been realized, that committee was also looking to develop generic promotional signs that would include a map and community information and events, etc. that could be placed in the 4 sign holders in Exeter and would have more a long-term use. Discussion

suggested that the BIA approach the Economic Development Advisory Committee about the community signs before printing.

The BIA will also continue to manage the Experience Exeter social media accounts and will increase engagement through contests. In 2017, the BIA also plans to do a photo contest to a) collect more photos of Exeter at a low cost to the BIA and b) increase social media engagement.

In terms of beautification, there would be new bridge flower boxes added courtesy of the Municipal grant program. The BIA is also exploring a banner sponsorship program to launch in 2017.

Mr. Godbolt highlighted that the BIA would be undergoing a long-overdue strategic planning process in 2017. He noted that there would be two facilitated sessions through OMAFRA (May 10 and June 14), with the final version of the plan to be completed by October 2017. This will help guide the budgeting and planning process for 2018.

6. Delegations Nil

7. Business To Be Carried Out:

7.1 Approval of BIA Board of Management

Mr. Fred Godbolt stated that the Nominations for the 2016 Exeter BIA Board of Management were as follows:

Fred Godbolt	-	Chair
Rose Glavin	-	Vice – Chair
Janice Brock	-	Secretary / Treasurer
Mary Hulley	-	Director and Beautification Committee Chair
Lauryn Marion	-	Director and Promotion Committee Chair
James Eddington	-	Director
Adrian Bakelaar	-	Director
Tira Wootton	-	Director
Allen Plant	-	Director
Craig Hebert	-	Council Representative with alternate Wayne DeLuca
Brittany Wise	-	Recording Secretary, BIA Manager

**MOVED BY: Allen Plant & SECONDED BY: Mary Hulley**

**“THAT the 2017 Exeter BIA Board of Management be adopted, as presented.”**

**MOTION: CARRIED**

7.2 Approval of 2017 BIA Budget

**MOVED BY: James Eddington & SECONDED BY: Allen Plant**

**"THAT the 2017 Exeter BIA Budget be adopted as attached to these minutes."**

**MOTION: CARRIED**

7.3 New Business for 2017

N/A

8. Confirming Actions

**MOVED BY: Allen Plant & SECONDED BY: Mary Hulley**

**"THAT the Exeter BIA ratify and confirm all resolutions, contracts, acts and proceedings of the Board of Management of the Exeter BIA enacted, made, done or taken since the last Annual General Meeting of April 12, 2016; and,**

**THAT the Exeter BIA consider and if thought fit, to confirm with or without such variation and amendments as may be made at the meeting, any amendment to By-Laws, to be passed by the Directors and membership."**

**MOTION: CARRIED**

9. Adjournment

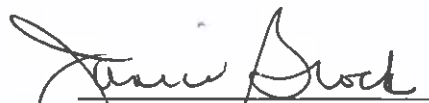
**MOVED BY: Mary Hulley & SECONDED BY: Janice Brock**

**"To adjourn meeting at 8:15 pm."**

**MOTION: CARRIED**

All in attendance were invited to Crabby Joe's after the meeting for a social hour.

  
Fred Godbolt, Chair

  
Janice Brock, Vice-Chair

  
Brittany Wise, Recording Secretary