



EXETER BUSINESS IMPROVEMENT AREA – BOARD MEETING

Tuesday, June 19, 2018 at 6:30pm

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

EXECUTIVE MEMBERS – Chair Rose Glavin, Vice Chair Tira Wootton, and Secretary / Treasurer Janice Brock

DIRECTORS – Beautification Chair Mary Hulley, Directors Allen Plant and Adrian Bakelaar and BIA Manager Brittany Wise

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

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 May 8, 2018.

2.1 Approval of the Agenda

MOVED BY: Mary Hulley & SECONDED BY: Adrian Bakelaar

“THAT the agenda be adopted with the addition of a ‘Closed Session’.”

MOTION: CARRIED

2.2 Approval of the Minutes of May 8, 2018.

MOVED BY: Mary Hulley & SECONDED BY: Janice Brock

“THAT the minutes of May 8, 2018 be adopted, as presented.”

MOTION: CARRIED

3. Chair’s Message Nil

4. Delegation

Tom Prout, a representative with the South Huron Community Fund, presented to the BIA board to educate them about what the fund is and how it’s different from other community organizations. He explained that the capital donated is invested and grows year after year – giving them more money over time to invest back into the community. He reported that they have mandate to give away 3.5% of the capital earnings each year and they share administration duties with their parent organization, the Grand

Bend Community Foundation, and give them 2% of all capital raised to cover those services. Mr. Prout stated that the South Huron Community Fund would be giving away its first grant monies in fall 2018.

He noted that donations can be allocated for very specific initiatives and can go to any charitable organization across Canada. There is also a general fund that supports 5 key areas: healthcare, education, environment, recreation and arts.

He discussed that they also offer a flow through service, which allows people to donate to a local service club and receive a tax receipt (the service club themselves cannot issue tax receipts). They are currently working with the Lioness Club and the Optimist Club to provide the service and welcome new partners.

MOVED BY: Tira Wootton & SECONDED BY: Adrian Bakelaar

“THAT the Delegation Report be adopted, as presented.”

MOTION: CARRIED

5. Councillor’s Report Nil

6. Financial Report

6.1 Treasurer’s Report – May 2018

In May, we will received our share of the JCP rent money; and fees for Ladies Night Out. Our expenses will include regular monthly expenses, as well as the OBIAA hotel and travel expenses and our outstanding website design fees. At the end of May, we had just over \$34,000.00 in the bank.

6.2 Treasurer’s Report – June 2018

In June, we will receive payment for at least 35 banners. Our expenses will include regular monthly expenses, as well as Ladies Night Out expenses and a few other miscellaneous expenses. At the end of June, we can expect to have approximately \$29,930.00 in the bank.

Ms. Wise was directed to call and cancel the Hydo One account for the digital sign, as we still are receiving bills for the ‘delivery’ fees.

6.3 BIA – Bank Account Discussion

Ms. Wise reported that she was in communication with Libro about switching the BIA bank account to them. They confirmed that the following:

- They require a one-time (fully refundable) \$50 membership share for community accounts. The signors on this account do not require a membership share.
- There is no monthly fee.
- Account includes 30 free transactions monthly. Deposits are counted as a transaction so keep that in mind. Each additional transaction is \$0.75.
- Libro allows for a separate login for each signor on the account. When a transaction is completed by one signor, there is a request notification sent to the other signor to confirm the transaction.
- Libro does not offer free cheques for their community accounts. Cheques can be ordered through Office Solutions.

In terms of transferring our account, it will likely take about a month after we provide information on the signors. We also need to provide a copy of the minutes with the signors identified.

The board discussed if they could have the BIA Manager act as the one of the signers, as that would make it easier to complete treasury tasks. It would likely need to be changed in the BIA's Procedural By-law as well. The board decided that with a new contract position replacing Ms. Wise for the year and Ms. Brock agreeing to take a more active role in the treasury position, they would keep the signors the same for the time being.

MOVED BY: Mary Hulley & SECONDED BY: Janice Brock

"THAT the BIA bank account be transferred to Libro and the signors for the bank account are as follows: Rose Glavin (Chair), Tira Wootton (Vice Chair) and Janice Brock (Secretary/Treasurer)."

MOTION: CARRIED

MOVED BY: Allen Plant & SECONDED BY: Mary Hulley

"THAT the financial report be adopted as presented."

MOTION: CARRIED

7. Promotions

7.1 South Huron Map and Guide

The new Map and Guide has come out and is being distributed throughout Exeter, Huron County and Southwestern Ontario. We've received good feedback about the guide so far and have already heard of businesses that would like to be included next year.

There is also the opportunity to expand the book with other relevant information that would make it more useful to visitors and residents. We will work with the Municipality to do so moving forward.

7.2 Ladies Night Out

This year, Ladies Night had 26 participating businesses. Feedback suggested that it wasn't as busy as previous years, but overall participating businesses were satisfied with the event and the BIA's organization of the event. There has been some discussion about reducing the hours of the event, specifically because several businesses closed before the promoted end time of 10pm, which made it look like the event was over entirely. The board felt it should be changed to end at 9pm.

7.3 Coupon Book

The next edition of the Exeter Coupon Book is set to launch in September. We are confirming ad spots and so far have 15 spots booked and counting. The books go to print in early August.

7.4 Grand Bend Visitor Guide 2019

In the 2018 Grand Bend Visitor Guide, the BIA has a full-page ad, which cost us \$1,025.00 (less 10%). To receive the early bird pricing (10% discount) again for the 2019 guide, we must book & pay by July 31, 2018.

MOVED BY: Mary Hulley & SECONDED BY: Janice Brock

"THAT the BIA purchase a full-page ad in the 2019 Grand Bend Visitor Guide and pay by July 31, 2018 to receive early bird pricing."

MOTION: CARRIED

MOVED BY: Mary Hulley & SECONDED BY: Janice Brock

"THAT the promotions report be adopted as presented."

MOTION: CARRIED

8. Beautification

8.1 Banner Program

Ms. Wise reported that currently the banner program is at a bit of a standstill. We have received conflicting messages about the design specs and we are not going to move forward until the company can guarantee the final product. At this point, we are working with the printer directly to confirm the design specs. They confirmed that the banners would cost an additional \$4 per banner to add grommets and bleeds. The board also noted that there would be a cost for the zip-ties to attached the banners, but we have a contingency from the "BIA fee" we incorporated into the cost per banner.

We are waiting for a sample to be tested on the poles before making any changes to the design specs and sending to the printer. The timeline after being submitted to the printer has also changed – it has gone from 10-14 days to 2-4 weeks.

MOVED BY: Adrian Bakelaar & SECONDED BY: Mary Hulley

"THAT the board agrees to pay \$4 more per banner for a total cost of \$82.50 per banner."

MOTION: CARRIED

8.2 Flowers

The flowers along Main Street are now up. This year, they came from Huron Ridge Acres.

8.3 Community Improvement Plan (CIP) Implementation

The Municipality is looking into developing a Property Standards By-Law or Urban Design Guidelines that would help direct what the CIP will provide funding incentives for. They are going to contact Collingwood, Elora-Fergus, and Orangeville about their guidelines. They would like the BIA to contact the BIA's in these communities to collect feedback on how property owners received the guidelines and program and if they could suggest any improvements to the process that happens in their communities.

MOVED BY: Mary Hulley & SECONDED BY: Adrian Bakelaar

"THAT the beautification report be adopted as presented."

MOTION: CARRIED

9. Member Events

9.1 Summer Social

Ms. Wise reminded Board members about the annual Summer Social event taking place on Tuesday, July 10 from 5:30pm – 7pm at Eddington's of Exeter. It is a shared networking event, co-hosted by the BIA and

Chamber of Commerce. Ms. Wise asked who was going to be in attendance and if they wanted to be invoiced directly or to purchase through EventBrite. She encouraged board members to invite other members of the local business community to the event.

The July BIA Board meeting will immediately follow the Summer Social event. We will aim to keep this meeting short.

9.2 Awards Gala

There has not been much going on with Awards Gala coordination yet. We have contacted caterers for quotes and are hoping to select a caterer by the end of June.

The committee has added a Youth Excellence award category this year and are hoping to find a young inspiring speaker to accompany the launch of that category. Initially they thought of Tessa Virtue or Scott Moir, but they are very pricey. They also reached out to Melanie McCann, but she is not available on the Gala event date. They currently have a few new ideas, including Jennifer Pate, as sustainability champion from Bayfield or Joel Hilchey a speaker on leadership and success from Hamilton. Staff will work with the committee to finalize the selection, but Ms. Wise welcomed any other speaker suggestions.

The board discussed the idea of approaching other well-known athletes and potentially approach local banks who might have access to some high-profile speakers to see if we could get them for the event. They also noted that we could get a speaker sponsor or increase the ticket price with a speaker that was a draw, even though the speaker has never been the draw in the past. The group felt that it might be too late to make changes for the 2018 event, but certainly something that could be done in the future.

They also suggested adding a 'contractors' category to the event. Ms. Wise will relay all the information back to the Awards Committee for decisions.

MOVED BY: Adrian Bakelaar & SECONDED BY: Tira Wootton

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

MOTION: CARRIED

10. Economic Development

10.1 Huron County Economic Development Department Update

Cody Joudry, the Director of the Huron County Economic Development Department attended the meeting to provide a department update. He noted that the department is working on 5 key areas, including:

- 1 - Workforce Attraction and Retention – they have a work plan in place and are working on implementation.
- 2 – Agriculture – they have a work plan in place and are working on implementation.
- 3 – Tourism Strategy - they have a work plan in place and are working on implementation.
- 4 – Manufacturing – they are
- 5 – Entrepreneurial / Business Support – the Huron Small Business Enterprise Centre provides business consultations and hosts educational workshops.

10.2 Future Direction of Committee

There was big discussion on what the role of this committee would be moving forward. Ultimately, it was decided that this committee needs to be a working committee, not advisory in nature. First, there needs

to be a new Terms of Reference developed to re-define the scope and responsibility of the committee. Next, the committee will help to define the value proposition for the community for various audiences (who are we trying to attract and what will help us sell them on our community). After that, the group will help develop and implement an Ambassador Program work plan that will help market the community.

Currently, there is only 1 BIA representative on the committee, but the BIA Manager attends all the meetings without voting ability. It is advised that the Board make a recommendation to Council that they allow 2 BIA reps to sit on the EDAC committee – 1 representative (with an alternate), plus the BIA Manager.

MOVED BY: Mary Hulley & SECONDED BY: Janice Brock

“THAT Council allow 2 BIA representatives to sit on the Economic Development Advisory Committee - 1 representative (with an alternate), plus the BIA Manager.”

MOTION: CARRIED

MOVED BY: Mary Hulley & SECONDED BY: Janice Brock

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

MOTION: CARRIED

11. BIA Manager's Report

11.1 JCP Update

The Chamber's JCP has officially ended his position, which means the JCP project is over. We will not be doing this program again – at least not for the coming year when the BIA Manager is on mat leave.

11.2 RED Funding Update

We have met with Municipal staff and are working on developing information packages for each of the marketing opportunities available to businesses. Stay tuned.

11.3 Main Street Revitalization Funding (OMAFRA)

OMAFRA announced \$26 million in Main Street Revitalization funding earlier this year (Exeter received \$46,000) and they recently came out with guidelines for how the funding can be used. Ms. Wise recently met with the CAO and he would like to focus on the following projects:

- Accessibility – Develop a Community Ramp Program using StopGap.ca.
- Wayfinding – Develop and implement better wayfinding signage to help visitors find what they are looking for and what we'd like them to know is here (ie. South Huron Trail sign on Main Street).
- Streetscape Enhancements – Decorative lighting, street furniture and other enhancements to the downtown core.

The budget is still to be determined, but OMAFRA requires a simple proposal on how the money will be used in order for us to proceed with the projects.

11.4 BIA Manager – Temp Contract Update

Discussion moved to the 'Closed Session'.

11.5 Canada Summer Jobs

We are interviewing candidates this week with a start date of July 10, 2018.

11.6 Memorandum of Understanding (MOU) with the Municipality

Ms. Wise met with CAO Dan Best to review the draft MOU. The following notable changes were made:

- a) Removed the amount for the BIA's financial commitment for the annual flower purchase. He suggests that we don't lock into a set annual fee in this document – it will give us more flexibility moving forward.
- b) The BIA is responsible for the management on the promotional space at the north entrance sign. However, we are hoping that we can pay for a new sign with the OMAFRA Main Street Revitalization funds that were announced in the spring.
- c) The BIA can now request levy installments 4 times per year, instead of the traditional 2 times per year. This will allow us more flexibility from a cash-flow perspective.
- d) The 1/3 rent of the South Huron Welcome Centre is still coming from the Community Grant budget line, even though it was discussed at the meeting that it becomes an operating expense. Apparently there was no resolution made at the time, so it will be a discussion point for Council.
- e) The Municipality is adopting a Special Events Policy, but discussed that most of our events are promotional in nature so they would define "promotional" vs. "special event" in this document. The parade would be classified as a special event and would require special event insurance, unless deemed 'municipally significant' – this would have to be requested on an annual basis as Council changes.

The CAO is following up to confirm if the BIA is covered under the Municipal insurance policy. He believes that even if they cover us, we should probably have our own liability and property insurance as well as Directors and Officers insurance, which would be considered an operating expense of the BIA. If their insurance company suggests that we get our own insurance, he will get a quote from them for us. Ms. Wise advised that the Chamber of Commerce insurance (for both) is approximately \$1,300.00 per year.

The MOU will be going to Council for review and discussion on July 3, then back to the BIA Board on July 10, then back to Council for final approval on July 16.

Ms. Wise will talk to Councillor Hebert about the Welcome Centre rent and other items so that he can represent our opinion at the Council meeting on July 3.

11.7 Old Christmas Lights

Ms. Wise was approached by Municipal staff about the BIA's old holiday decorative light fixtures that currently reside in the Water Sewage Treatment building on Andrew Street. With the BIA's approval, Municipal staff will take care of the disposal for us.

MOVED BY: Tira Wootton & SECONDED BY: Mary Hulley

"THAT the BIA board gives the Municipality permission to dispose of any old holiday decorative lights and old banners that are currently stored at the Water Sewage Treatment building."

MOTION: CARRIED

11.8 FYI – Cannabis Facility Concerns

Ms. Wise received an email regarding concerns about the size of the new cannabis facility and the changes it could mean in terms of odour and light pollution. The individual stated that it could cost residents and business owners a decrease in property value.

The CAO received a similar email and is aware of the concerns. He says that it is a Health Canada issue, but is sure that the company will do their best to eliminate potential problems as they arrive.

11.9 Digital Sign

Due to the status of the banner program, Ms. Wise has not moved forward with the previous direction about how to proceed on the removal of the digital sign and development of a new sign.

Additionally, there may be an opportunity for this to be funded under the Main Streets funding (wayfinding signage portion), so she is waiting to see how that project budget rolls out.

MOVED BY: Mary Hulley & SECONDED BY: Allen Plant

“THAT the BIA Manager report be adopted as presented.”

MOTION: CARRIED

12. Closed Session

The temporary contract for the BIA Manager position was posted with an initial application deadline of June 4. There were 11 applications and the hiring committee has put 5 people on a short list and asked for references before proceeding to an interview round. Most of the candidates were not qualified in all areas, so the committee decided to extend the deadline until June 15 to see if we received any more decent applications.

Two members of the hiring committee proceeded with 5 initial interviews, of which 3 remain in the running. Additionally, Ms. Wise and Ms. Wootton will be interviewing 2 candidates that submitted applications before the June 15 deadline. They will select the top 2 candidates and then Ms. Glavin and Mr. Plant will conduct a second interview. They aim to have the successful candidate hired by the end of June, with a start date of July 16. They also discussed employment contract details.

Following the closed session, there was a brief conversation about our issue getting quorum for board meetings each month. We discussed sending out a survey to confirm the best meeting date for all board members. They also noted that we simply just need more board members and discussed approaching people from sectors currently not on the board (ie. spas, real estate, etc.) to join. They suggested that they invite these potential board members to the Summer Social on July 10. It was also recommended that we send out an email to the general membership asking if anyone wanted to join the board.

MOVED BY: Mary Hulley & SECONDED BY: Allen Plant

“THAT the Closed Session be adopted as presented.”

MOTION: CARRIED

13. Non-Director Comments Nil

14. Upcoming Events

Next Regular Meeting: *Tuesday, July 10, 2018 at 7:30pm at Eddington's of Exeter, immediately following the Summer Social event.**

15. Adjournment

MOVED BY: Allen Plant & SECONDED BY: Janice Brock

"THAT the BIA meeting does now adjourn at 8:34pm."

MOTION: CARRIED

Rose Glavin, Chair

Tira Wootton, Vice-Chair

Brittany Wise, Recording Secretary