



## EXETER BUSINESS IMPROVEMENT AREA – BOARD MEETING

Tuesday, July 10, 2018 at 7:30pm

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 Adrian Bakelaar, Fred Godbolt, James Eddington and BIA Manager Brittany Wise

ABSENT – Promotions Chair Lauryn Marion, Directors Allen Plant and Councillor Craig Hebert

NON-DIRECTORS – Georgia Athanasiou (temporary BIA Manager), Chris Watson (County of Huron) and Reanne Clark (County of Huron)

RECORDING SECRETARY – Brittany Wise, BIA Manager

## MINUTES

### 1. Welcome and Call to Order

Ms. Wise welcomed everyone to the meeting at 7:47pm.

### 2. Changes to the Agenda and Approval of Minutes of June 19, 2018.

#### 2.1 Approval of the Agenda

**MOVED BY: James Eddington & SECONDED BY: Mary Hulley**

**“THAT the agenda be adopted as presented, with the addition of a Closed Session.”**

**MOTION: CARRIED**

#### 2.2 Approval of the Minutes of June 19, 2018.

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

**“THAT the minutes of June 19, 2018 be adopted, as presented.”**

**MOTION: CARRIED**

### 3. Chair’s Message

Ms. Glavin welcomed everyone to the meeting and officially introduced Georgia Athanasiou, the temporary BIA Manager while Ms. Wise is on mat leave. She noted that Ms. Athanasiou comes to us from Caledonia and that she recently completed her BA at Western’s Ivey Business School. She has relevant working experience and a great attitude and we’re excited to have her aboard.

### 4. Delegation Nil

5. Councillor's Report

Mr. Hebert was unable to attend the BIA meeting again in July. He submitted a Councillor's report in advance that stated the following. After public comments, the final draft for the new zoning by-law will be going to Council on July 16, 2018. Mr. Hebert stated that in terms of the MOU between the Municipality and the BIA, he would suggest that the BIA give direction that they no longer want to be paying into the flower program (purchase or watering). As far as the Rec Centre is concerned, he explained that the committee has toured other facilities and is now looking at the feasibility study to see the layout and questions to be asked to the public. The outdoor pool is expected to be complete by the end of July. He also noted that the new development at the former HDC site is still proceeding.

**MOVED BY: James Eddington & SECONDED BY: Adrian Bakelaar**

**"THAT the Councillor's report be adopted as presented."**

**MOTION: CARRIED**

6. Financial Report

6.1 Treasurer's Report – June 2018

In June, we will receive payment for 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 noted that she could not access the BMO bank statement information, so the June report may not be entirely accurate.

6.2 Treasurer's Report – July 2018

In July, we have no anticipated revenue items. Our expenses will include regular monthly expenses, as well as the BIA audit fees and the map and guide advertising fees.

Ms. Wise noted that there is an increase in the bill due to two reasons: a) phone interviews with candidates from across the province and b) an increase in the access charge. Apparently the BIA is now eligible to be members of the co-operative so instead of seeing a reduction in the cost of services each month, we will receive a patronage credit in January.

She also indicated that the hydro has now been cut from the digital sign, so we shouldn't receive any further hydro bills.

6.3 BIA – Bank Account

Ms. Wise reported that the BIA is in the process of transferring their bank account to Libro. Once all paperwork has been signed, the bank account will be set-up and we can order cheques and start issuing them from that account. We will need to officially close out the BMO account after all the transactions issued have been completed. After that account is closed, we will have no further access to those transactions, so Ms. Wise will ask for them to be provided to us before it is closed.

**MOVED BY: Mary Hulley & SECONDED BY: Fred Godbolt**

**"THAT the financial report be adopted as presented."**

**MOTION: CARRIED**

7. Promotions

7.1 Coupon Book

We have 2 more spots to fill for the Coupon Book, with at least that many interested in participating. We will be finalizing the ads and sending to print in July with a launch set for September 4, 2018.

7.2 Sidewalk Sales

Sidewalk Sales are on July 19, 20 and 21. Although the BIA does very little promotion for this event, Ms. Wise is collecting a list of participating businesses to include on the BIA website and will promote on social media as well. So far, there are 12 business participating.

7.3 RED Program – Marketing Opportunities

Ms. Wise reported that the BIA and Chamber sent 3 different marketing opportunities to members:

- A) Workplace Feature Videos – 8 short videos featuring individual employers showcasing the types of jobs they have available as well as clips promoting the general quality of life in the area.
- B) Business Sector Videos – 4 short videos featuring businesses from 4 different sectors in the local area, which will be based on the uptake.
- C) 360 Virtual Tours – Another round of 360-degree virtual tours is available to any member business.

There has been some uptake on these offers, but it will require some further follow-up. These items are part of a larger project with support from the Municipality and Chamber of Commerce.

**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 the banner program is back on track and in the final approval stages. A sample banner was tested on both kinds of poles and the banner designs changed accordingly. She hopes that the banners will be sent to the printers by the end of the week. The printing company confirmed that it would be 2-4 weeks until we receive the completed banners. Municipal staff will be kept in the loop so that we can get the banners installed on the poles as soon as possible, but it will likely be September 1 before they are on the poles.

Ms. Wise noted that there are 11 poles that require banner brackets. She was informed a few hours before the meeting that the Municipality has 3, but the BIA would need to look into where to purchase 8 additional units. Ms. Wise indicated that would look into this and report back to the board about the costs. She also noted that we would need to purchase zip ties to fasten the banners to the poles.

**MOVED BY: Mary Hulley & SECONDED BY: Adrian Bakelaar**

**“THAT the new banner arms be purchased under the Main Street OMAFRA funds if possible.”**

**MOTION: CARRIED**

**MOVED BY: James Eddington & SECONDED BY: Tira Wootton**

**“THAT the beautification report be adopted as presented.”**

**MOTION: CARRIED**

9. Member Events

9.1 Summer Social

Ms. Wise reported that the Summer Social had better attendance that last year, but still did not receive the participation we hoped for. Perhaps something we should consider for next year.

9.2 Awards Gala

Ms. Wise reported that the sponsorship package has been sent out to members of the BIA and Chamber, we'll work on confirming all sponsors by the end of July.

The committee decided on Jennifer Pate as the guest speaker. She is a youth from Bayfield who owns Windmill Lake and Eco Park, but is also a geographer, entrepreneur and filmmaker doing some amazing things to promote sustainability.

The committee also agreed to add another awards category in 2018: Construction Excellence, which is meant to celebrate the building trades in South Huron. The Youth Excellence category is also being added this year. Nominations will open on August 1.

Staff are going to be confirming a caterer and menu soon. They are also finalizing rental needs and will be approaching local rental companies in the coming weeks.

**MOVED BY: Fred Godbolt & SECONDED BY: Janice Brock**

**“THAT the Member Events report be adopted as presented.”**

**MOTION: CARRIED**

10. Economic Development

Ms. Wise reported that there was no South Huron Economic Development Advisory committee meeting in June. Since representatives from the County's Economic Development department were in attendance at the meeting, they provided an update.

Chris Watson, Economic Development Officer with the County of Huron, stated that the County has 3 big strategies that they are currently working on.

1 – Agriculture

As one the largest agricultural producing Counties in Ontario, the department is putting a focus on supporting this sector.

2 – Tourism:

Mr. Watson noted that tourism is also a focus of the department. In particular he mentioned the upcoming wayfinding signage project that hopes to see consistent signage across the entire county, while keeping County, Municipal and local brands in mind. Mr. Godbolt noted the importance of clustering like

assets and creating a tour around those like-businesses. He questioned if Exeter has anything that could be leveraged on a tour like that.

### 3 – Workforce Attraction and Retention

Mr. Watson stated that workforce attraction and retention is a very large issue, one that he is focused on the most. He said that Huron County, in particular South Huron, has a high number of jobs available and businesses are struggling to find people to fill the jobs. He noted that the County is working to attract people to the area, including new Canadians, to fill the positions.

There was discussion about how housing is directly linked to workforce development and the local market is extremely tight – both rentals and property ownership. Mr. Watson suggested that the County is facilitating a targeted conversation with local businesses to provide housing at various levels to support workforce attraction. In particular, he discussed a model for co-op housing that would be supported by local manufacturers to aid in attracting workers. It was also discussed that small towns need to be more accepting of different housing models that allow for more density.

**MOVED BY: Adrian Bakelaar                      &                      SECONDED BY:                      James Eddington**

**“THAT the Economic Development report be adopted as presented.”**

**MOTION:    CARRIED**

## 11. BIA Manager’s Report

### 11.1 Memorandum of Understanding (MOU) Update

MOU went to Council for a first review on July 3, going back for adoption on July 16. The following questions / concerns were raised:

#### Insurance:

As a local board of the Municipality of South Huron, the BIA is covered under the municipal insurance program, which includes general liability, property, directors and indemnification insurance.

The BIA is also covered under the municipal insurance program in regards to tenants insurance at the South Huron Welcome Centre. We need to provide them with a list of value of the contents and/or improvements so they can have it added to their property schedule. The property owner, James Eddington, also holds property insurance and has given the BIA a copy of the policy for their records.

Since BIA staff are employees of the BIA, not the Municipality, the BIA is required to pay any required WSIB premiums. BIA staff are welcome to participate in Municipal staff training programs (this was added to the MOU). Ms. Wise will work on getting WSIB for herself and the temporary contract staff.

For any BIA event deemed as a “special events” under the new Special Event Policy (ie. Santa Claus Parade / Christmas Festival and the Awards Gala), we will need to access “special event insurance” under the municipal policy. This will prevent the Municipal insurance rates from going up for their core business if an issue was to happen at one of these events. If the event is considered to be a “municipal event”, we may not have to take out additional insurance. Ms. Wise will work with Ms. Athanasiou and the Municipality to ensure that we have insurance for our special events. The cost for the special event insurance will come out of the event-specific budgets.

#### Flowers:

In the MOU it states that the BIA will “support the purchase of flowers, watering and care of flowers within the BIA area – up to a maximum of \$8,000 (subject to BIA budget approval on an annual basis),” which is a reflection of decisions made to date. At the July 3 Council meeting, Councillor Hebert suggested that flowers should be a municipal expense and that the BIA board should provide direction that they don't want to pay for any of the flower program.

Additionally, it was noted that the MOU does not state the value or percentage of the flower program that the Municipality will provide, so Ms. Wise recommended that the board request that flowers be added to under the municipality's commitments as well. It should be noted as an operation item.

The BIA board agreed that they are happy to contribute up to \$8,000 on flowers annually, as beautification is part of the BIA mandate. They want the item to include that BIA support will be annually reviewed through the BIA budgeting process, and will take into consideration the municipal is also making a satisfactory contribution to the flower program within the Exeter BIA boundary.

They also noted that they would like flowers to be listed as a commitment on the Municipal side of the MOU. The Board didn't think it was required for the municipality to state a minimum or maximum commitment to the program, rather, that the BIA and Municipality work together on an annual basis to finalize a flower plan for the BIA area that aims to meet a minimum level of standard.

Other:

We will need to provide a list of BIA volunteers to the Municipality who help out at events, etc. so that they are covered by the insurance policy.

#### 11.2 Main Street Revitalization Funding (OMAFRA)

The Municipality has submitted a proposal for our intentions on how we plan to spend the funds (accessibility, wayfinding and streetscape enhancements), but we have not heard back from them in order to proceed.

#### 11.3 Canada Summer Jobs

Our summer student starts on July 10 and will be working 10am – 4pm from Monday to Saturday until August 31, 2018.

#### 11.4 BIA Board Discussion Items

Although typically the BIA board does not meet in the month of August, Ms. Wise recommended that the board meet in August to show Ms. Athanasiou the ropes and discuss any further transitional items that might need to be brought forward before Ms. Wise's departure. The board decided to meet on Tuesday, August 14 at 6:30pm.

At the June meeting, there was discussion about how many voting members from one business could sit on the board. Ms. Wise reviewed the BIA's Procedural By-Law and it states the following: "Each Member has one vote regardless of the number of properties that the Member may own or lease in the improvement area, and may nominate just one individual for appointment to the Board."

The board agreed that more than one individual from one business is welcome to attend and participate in BIA board meetings, but they decided not to change the by-law at this time. They agreed that the items are usually discussed by the entire group and a joint decision made before any motions are made, so even non-voting members could be involved in that discussion.

Ms. Brock was advised to invite her interested staff member to the August and September board meetings and if this item could be re-addressed in the future if needed.

#### 11.5 Health and Wellness Show

Ms. Wise stated that Mayor Maureen Cole had contacted the BIA and Chamber about partnering on a Health and Wellness show mid-September 2018. Ms. Wise informed the Mayor that although the BIA appreciated the offer, they were unable to participate due to transitioning staff roles. The Board had provided direction that the new employee was not to take on any new events, especially in the fall since it is already an extremely busy time of year for the BIA. Ms. Wise noted that the BIA would be happy to promote the event on social media like they do with all community events.

**MOVED BY: Mary Hulley & SECONDED BY: James Eddington**

**“THAT the BIA does not take on any new events for the duration of the temporary contract position.”**

**MOTION: CARRIED**

#### 11.6 Digital Sign

Mr. Godbolt asked about the status of the digital sign. Ms. Wise informed the board that the hydro had been cut, the digital sign would be removed and that a static sign would be installed in its place. Ms. Wise is hoping to pay for this sign under the Main Street Revitalization funding from OMAFRA, but we need to wait for approval before we can proceed.

Mr. Godbolt advised that he had some people questioning what was happening and BJ Theo said he would take it down. He suggested that we send out an official update to members so they know what is going on.

**MOVED BY: Mary Hulley & SECONDED BY: James Eddington**

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

**MOTION: CARRIED**

#### 12. Closed Session

The board entered into a closed session at 9:15pm. During the closed session, hiring details were discussed and the board approved the contract as presented to the temporary staff.

**MOVED BY: Mary Hulley & SECONDED BY: Adrian Bakelaar**

**“THAT the Closed Session be adopted as presented.”**

**MOTION: CARRIED**

#### 13. Non-Director Comments Nil

#### 14. Upcoming Events

**Next Regular Meeting: \*\*\*Tuesday, August 14, 2018 at 6:30pm at Town Hall.**

15. Adjournment

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

**“THAT the BIA meeting does now adjourn at 9:22pm.”**

**MOTION: CARRIED**

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Rose Glavin, Chair

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Tira Wootton, Vice-Chair

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Brittany Wise, Recording Secretary