



EXETER BUSINESS IMPROVEMENT AREA – BOARD MEETING

Tuesday, August 14, 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 Adrian Bakelaar, Allen Plant, Councillor Craig Hebert, and BIA Manager Georgia Athanasiou

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

RECORDING SECRETARY – Georgia Athanasiou, BIA Manager

MINUTES

1. Welcome and Call to Order

Ms. Athanasiou welcomed everyone to the meeting at 6:33pm.

2. Changes to the Agenda and Approval of Minutes of July 10, 2018.

2.1 Approval of the Agenda

MOVED BY: Mary Hulley & SECONDED BY: Adrian Bakelaar

“THAT the agenda be adopted as presented.”

MOTION: CARRIED

2.2 Approval of the Minutes of July 10, 2018.

MOVED BY: Mary Hulley & SECONDED BY: Adrian Bakelaar

“THAT the minutes of July 10, 2018 be adopted, as presented.”

MOTION: CARRIED

3. Chair’s Message

Ms. Glavin updated the Board on the absence of Ms. Wise, the BIA Manager, who was unable to attend as she was feeling unwell. Ms. Glavin also shared that Ms. Wise is anticipated to start maternity leave on August 31, 2018. The Board will be updated when Ms. Wise officially goes on leave. She also acknowledged that Ms. Athanasiou has been working with Ms. Wise to learn the activities of the BIA.

4. Delegation Nil

5. Councillor’s Report

Mr. Hebert reported that at the August 13, 2018 Council Meeting, there was a final reading of the Comprehensive Zoning By-Law Plan and the Plan was approved by Council. The plan will impact the Exeter area by amending specific by-laws. For example, the plan will change the heritage district in Exeter's downtown. Mr. Hebert also reported that the MOU between the BIA and MOSH was approved at the August 13 meeting. Mr. Hebert also reported that there would be new development occurring in Exeter area, with approximately 80 houses being developed. The Municipality has been in discussion with Huron Park to implement more affordable housing options to South Huron. Mr. Hebert informed the Board that Councillors would be going to the annual AMO Conference in Ottawa soon. South Huron will be discussing opportunities related to funding and labour in rural communities. Mr. Hebert also discussed the Recreation Centre studies, noting that surveys have been released and further information is to be provided. Mr. Hebert believes the study will be released publicly. Additionally, Mr. Hebert confirmed that there is now an acting fire chief until new Council is sworn in.

MOVED BY: Mary Hulley & SECONDED BY: Allen Plant

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

MOTION: CARRIED

6. Financial Report

6.1 Treasurer's Report – June 2018

Ms. Wise noted that she previously could not access the BMO bank statement information, so she provided an accurate record of June transactions.

In June, we received 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 had approximately \$31,000.00 in the bank.

6.2 Treasurer's Report – July 2018

In July, we have no revenue items. Our expenses will include regular monthly expenses, as well as the BIA audit fees and the map and guide advertising fees. At the end of July, we had approximately \$26,275.00 in the bank.

6.3 Treasurer's Report – August 2018

In August, we expect to receive \$1,500.00 in outstanding banner program fees, plus \$100 from Ladies Night Out. August expenses will include regular monthly expenses, payment for the Grand Bend Visitor Guide ad, Sidewalk Sale Hwy banner, office expenses and banner design and arm purchase. At the end of August, we can expect a balance of approximately \$10,630.00. Staff reminded the board that we would be receiving our second levy installment in September, which is almost \$34,800.00.

MOVED BY: Allen Plant & SECONDED BY: Mary Hulley

"THAT Board approve the payment for the removal of the digital sign."

MOTION: CARRIED

6.4 BIA – Bank Account

Staff reported that as of August 9, 2018, all transactions from the BMO bank account have been cleared, so the account can be now be closed out. A list of all the transactions in 2018 was provided by BMO. The transfer of funds from BMO to Libro will be completed as soon as the cheque from BMO is deposited in the Libro account. Signers will have to send in official documentation to acknowledge the closing of the account.

All payments in August were made through the Libro account. Auto-deposits will be set-up with the Municipality of South Huron and an other businesses, etc. that wish to in the future. Staff will look into developing automatic payments for expenses such as the BIA Manager position and will report back to the Board with findings.

6.5 Treasury Support & Quickbooks Transition

Ms. Wise has shown Ms. Athanasiou how to do all monthly financial activities, including data entry into Quickbooks. Ms. Athanasiou will enter all the Quickbooks info for 2018 to date until Ms. Brock is ready to take over the accounts.

The financial records will continue to be entered into the 2015 desktop version of Quickbooks. Moving forward, there is an opportunity to update the Quickbooks being used or potentially convert files to Quickbooks Online. Staff reported on some pros and cons of the alternatives being offered. It was determined that staff will continue to input the Quickbooks data until the accounts have been brought up to date and further decisions will be made in the future.

MOVED BY: Janice Brock & SECONDED BY: Adrian Bakelaar

“THAT the financial report be adopted as presented.”

MOTION: CARRIED

7. Promotions

7.1 Coupon Book

The Coupon Book has gone to print and will be distributed the last week of August. There are 39 participating businesses and 2 retail partners. Retail partners are businesses who have sold over 100 books in the last two years.

The Coupon Book will launch on September 4; we are on track for the launch.

7.2 RED Program – Marketing Opportunities

Staff reminded board members that 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 the project still requires further follow-up because with the transition, staff still have not had a chance to complete this work.

7.3 Christmas Festival

Ms. Athanasiou will begin working on this event in early September after other projects are well on their way.

MOVED BY: Adrian Bakelaar & SECONDED BY: Tira Wootton

“THAT the promotions report be adopted as presented.”

MOTION: CARRIED

8. Beautification

8.1 Banner Program

Ms. Athanasiou reported that the BIA's banner program is on track for the banners to be up on the pole by September 1. The banners are still at the printers, but are expected to arrive no later than the third week of August. The Municipality's Transportation Department plans to get them up on the poles as soon as they arrive.

Ms. Athanasiou told that board that the BIA had to purchase 8 banner arm brackets to install banners on poles – which came out of the banner arm contingency budget (\$20 per banner).

8.2 Main Street Revitalization Funds

Ms. Athanasiou stated that the Municipality has received approval from OMAFRA to use the new Main Street revitalization funding for accessibility (community ramp project), wayfinding and streetscape enhancements. The particulars still need to be determined. Ms. Athanasiou will work with the Municipality on these projects and report back to the board.

MOVED BY: Tira Wootton & SECONDED BY: Janice Brock

“THAT the beautification report be adopted as presented.”

MOTION: CARRIED

9. Member Events

9.1 Awards Gala

Staff received a request from a board member to review the processes followed for the Awards Gala – staff provided a brief overview.

Staff reported that there was a date change for the Awards Gala – moved to October 18 (instead of October 25) because of a conflict with the annual Fall Rummage Sale.

BIA and Chamber staff recently met to review the Awards Gala work plan in order to ensure the event is a successful partnership. Staff will work to ensure that timelines are met and that tasks are completed equally.

Staff confirmed that sponsorships were still being confirmed, with award sponsors and table sponsors still outstanding. They will continue to sell sponsorships until the spots are filled.

Nominations opened on August 1, but only 4 nominations have come in so far. Staff asked that board members please encourage folks to submit nominations before the deadline of September 7.

Staff also reported that the Municipality is no longer running the bar at the Rec Centre and that we would need to get a Special Occasions Permit (SOP) for the event. Staff are looking into which organization needs to hold the permit from an insurance point of view, and will continue discussions with SHCC and MOSH to determine the best course of action. Staff are looking for suggestions for community groups to serve alcohol – we would give them a share of the bar proceeds. Board Members recommended several community groups, including the Optimist Club, Hensall Kinettes, and the Lions Club. Staff will research and decide on a group to work with.

Staff reported that MOSH has introduced a new By-Law, indicating that events held at Municipal Properties require a Special Events Permit, obtained through MOSH. Until an official communications plan has been released to the public on the change, events are being grandfathered in. As a result, the Awards Gala will not need a Special Events Permit for 2018. However, it will be required in 2019.

Staff are also looking for suggestions for an emcee for the event as well as new judges if any of last year's are unable to commit this year.

9.2 Christmas Social

Staff asked board members to save the date for the annual Christmas Social at Crabby Joe's. This year the event is set for Monday, November 26.

MOVED BY: Mary Hulley & SECONDED BY: Janice Brock

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

MOTION: CARRIED

10. Economic Development

10.1 Economic Advisory Committee

There was an Economic Development Advisory Committee meeting held in July with good attendance and discussion. The bulk of the meeting was spent discussing the Ambassador Program – aka the Municipality's marketing strategy – and working through the development of a value proposition that will help market South Huron to key target audiences. There will be more discussion on this at future meetings.

CAO Dan Best was absent from the meeting, so the Terms of Reference discussion was postponed. The BIA's motion to add the BIA Manager as a voting member of the committee was deferred and will be discussed during the Terms of Reference review. A recommendation would come from the committee to Council.

10.2 Change in Comprehensive Zoning By-Law

Staff reported that the Comprehensive Zoning By-Law Plan has been adopted. As Mr. Hebert shared, the plan was passed at Council on August 13, 2018. The changes will have impact on Exeter.

MOVED BY: Janice Brock & SECONDED BY: Allen Plant

"THAT the Economic Development report be adopted as presented."

MOTION: CARRIED

11. BIA Manager's Report

11.1 BIA Manager Transition Update

Staff reported that the BIA Manager transition is going well. Ms. Wise has transferred almost all the files that Ms. Athanasiou will need to cover during the maternity leave. Once all projects and files transferred and reviewed, Ms. Wise will act as support to Ms. Athanasiou until August 31 or until baby Wise arrives.

Administration:

- Ms. Wise has shown Ms. Athanasiou how to do all monthly financial activities, including data entry into Quickbooks. Ms. Athanasiou will enter all the Quickbooks info for 2018 to date until Ms. Brock is ready to take over the accounts. Ms. Athanasiou has been updated on the budget process and status as well as how to handle monthly CRA payments, issuing T4's, HST, etc.
- Ms. Athanasiou has been shown all the regular monthly meeting processes, including the AGM. She has received the Strategic Plan and Memorandum of Understanding with the Municipality. Ms. Wise has directed contacts to deal with Ms. Athanasiou moving forward in her absence.
- Staff have been working on getting WSIB set-up and are just waiting for account approval before we can proceed.

- Ms. Athanasiou will be provided with a list of all passwords and contacts. Ms. Wise's email will be forwarded to info@exeterbia.com.
- Ms. Athanasiou has been introduced to Municipal staff, Council and other community members, as well as briefed about key community partners.

Marketing and Events:

- Ms. Athanasiou has been briefed on all general marketing initiatives as well as projects and events. Ms. Wise has / will provide work plans and necessary documents for her to successfully execute tasks.
- Ms. Athanasiou has been updated about the RED project and will work on it as time allows.
- She has been shown how to use the back-end of the website, MailChimp and social media accounts.

Beautification:

- Ms. Athanasiou has reviewed the Community Improvement and Streetscape Design Plan and understands the BIA's role and capacity in beautification and streetscape initiatives.
- Ms. Athanasiou has been provided a work plan for the banner program, has been told about the flower program history, understands how the Christmas lights and starbursts are maintained.
- Ms. Athanasiou has been briefed on the new Main Streets funding and projects and will work with Municipal staff to implement beneficial initiatives like the community ramp projects.

Economic Development:

- Ms. Athanasiou has attended an Economic Development Committee meeting and has been briefed about Welcome Centre procedures.
- Ms. Athanasiou is familiar with the recent zoning by-law changes and what that could mean in terms of attracting new businesses and residential opportunities within the BIA district.

11.2 Community Living Delegation

Staff informed the board that there will be a short delegation at the September board meeting. Members of Community Living South Huron have requested the opportunity to speak to the BIA about their capabilities and to highlight some of the businesses that have supported them in finding employment and volunteer jobs in the community.

Staff noted that other BIA's have worked with Community Living and other similar groups to provide volunteer opportunities within the BIA area like weeding flower beds, watering flowers, picking up litter, etc. Is this something that our BIA could take advantage of? If so, staff could reach out to OBIAA for a list of BIA's doing similar projects so that we could ask for more details.

11.3 Downtown Speaker System

Ms. Wise received an inquiry about the cost of parts of the old downtown speaker system. Staff looked into this and know that the bill from Exeter Music was over \$6,000.00 and the speaker wire cost over \$3,500.00 at the time of purchase. However, there is no further breakdown to identify how much the speakers cost vs. the tuner, etc.

In exploring the costs, the BIA was told that under the Municipal procedure, all assets must be sold in an open and transparent venue, allowing everyone the same opportunity. The Municipality uses Gov Deals to sell assets.

Feedback has suggested that since the speaker system is not wireless, it's not attractive for re-sale. However, it might be worth a shot. Staff wanted to know if the board would like to explore itemized purchase pricing and potential re-sale value and get listed on the Gov Deals to see if we can make additional revenue.

Discussion occurred, with staff directed to look into the process for selling assets. The Board acknowledged that the process may be unsuccessful, due to the fact that the speakers are wired. However, if the process is straight forward, felt that it was worth inquiring into.

MOVED BY: Adrian Bakelaar & SECONDED BY: Tira Wootton

“THAT BIA pursue selling the downtown speaker system.”

MOTION: CARRIED

11.4 Legal Signor

In signing up for WSIB recently, the question was asked as to if the person filling out the information was legally authorized to sign on behalf of the organization. In some cases it makes the most sense for the staff person to be completing these documents, so we would like an official motion from the board noting that the BIA Manager has the authority to act as a legal signor.

MOVED BY: Adrian Bakelaar & SECONDED BY: Mary Hulley

“THAT the BIA Manager be authorized as a legal signor for the BIA.”

MOTION: CARRIED

11.5 Vacant Digital Sign Space

A board member brought an idea forward for the use of the existing vacant digital sign space. Staff reported that there was an opportunity to rent the space where the digital sign was with a rotating variety of promotions. Staff are looking for ideas and suggestions for the space and will continue to look into alternatives. Discussion ensued.

Mr. Plant brought forth information on the current temporary sign occupying the space. He disclosed the potential price of a sign as per the particular supplier in this case. He mentioned that there would be potential partnership opportunities for the BIA to work with sign designers. The Board discussed logistical issues, such as how to facilitate the installation and manufacture of the signs. The Board determined it was favourable to leave manufacturing, installation, and timing up to the customer and vendors, with the BIA simply acting as a scheduler. It was discussed how signs would be put up, so not to damage the existing brick structure. Additionally, it was determined that only events (including special community or business events, such as sales) would be permitted to be hung up.

The Board directed staff to look into the opportunity further. Staff was asked to create a draft proposal contract and letter of poster standards/expectations for the signs. Staff will report back to the board as further progress is made.

11.6 Exeter OPP Station Closing

One of the board members wanted to discuss the closing of the Exeter OPP station with the board and asked that it be added to the agenda. There were questions of whether or not the entire OPP staff is vacating the building in Exeter and wondered if there was anything that could be done to halt the change. Staff reported that the decision had been made prior to staff finding out about it.

MOVED BY: Janice Brock & SECONDED BY: Allen Plant

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

MOTION: CARRIED

12. Non-Director Comments Nil

13. Upcoming Events

Next Regular Meeting: *Tuesday, September 11, 2018 at 6:30pm at Town Hall.**

14. Adjournment

MOVED BY: Mary Hulley & SECONDED BY: Janice Brock

“THAT the BIA meeting does now adjourn at 8:04pm.”

MOTION: CARRIED

Rose Glavin, Chair

Tira Wootton, Vice-Chair

Georgia Athanasiou, Recording Secretary