



## EXETER BUSINESS IMPROVEMENT AREA – BOARD MEETING

**Tuesday, October 9, 2018 at 6:00pm**

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, Allen Plant, Councillor Craig Hebert, and BIA Manager Georgia Athanasiou

ABSENT – Promotions Chair Lauryn Marion and Director James Eddington

RECORDING SECRETARY – Georgia Athanasiou, BIA Manager

## MINUTES

### 1. Welcome and Call to Order

Ms. Athanasiou welcomed everyone to the meeting at 6:05pm.

### 2. Changes to the Agenda and Approval of Minutes of August 14, 2018.

#### 2.1 Approval of the Agenda

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

**“THAT the agenda be adopted as presented.”**

**MOTION: CARRIED**

#### 2.2 Approval of the Minutes of August 14, 2018.

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

**“THAT the minutes of August 14, 2018 be adopted, as presented.”**

**MOTION: CARRIED**

### 3. Chair's Message

Ms. Glavin welcomed the Board and conveyed that she was glad we could meet this month. She also clarified that the board is anticipated to have a delegation at the November board meeting.

### 4. Delegation                      NIL

### 5. Councillor's Report

Councillor Hebert reported that there has not been much new business during the election season. He brought forth that the new subdivision is on track, and signage would likely be put up soon. The developers anticipate breaking ground in the spring. Directors were interested in potentially having the

developers present at a board meeting; staff was directed to get in contact with the developers to set up a time to have a presentation. Councillor Hebert also reported on the recent change in the Committee Reporting Structure. Council approved a change which allows draft minutes to be submitted for the Council agenda. Councillor Hebert discussed progress for the Rec Hub, and explained that the survey results will be public. Staff were directed to find the report and send it out to the membership.

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

**“THAT the Councillor’s report be adopted as presented.”**

**MOTION: CARRIED**

## 6. Financial Report

### 6.1 Treasurer’s Report – August 2018

In August, we expect to receive \$1,50.00 in outstanding banner program fees, plus \$100 from Ladies Night Out. Additionally, there will be an adjustment of \$96 for our cheques. There was initially an issue with the cheques we ordered from Libro. The BIA was required to order new cheques, which Libro covered. However, we upgraded to laser cheques. Libro only covered the cost of the original cheque value.

August expenses will include regular monthly expenses, payment for the Grand Bend Visitor Guide ad, Sidewalk Sale Hwy banner, and office expenses. The digital sign was also removed, an expense that we approved at the August meeting. In August, we had higher than anticipated BIA Manager fees, as Ms. Wise did not cash a cheque in July. Our balance at the end of August was 10,731.92.

### 6.2 Treasurer’s Report – September 2018

In September, the BIA collected the final Banner Program payment from BMO. We also received our second levy installment, totalling approximately \$34,800. To note, this month the BIA is paying a T4 late penalty for 2017. Additionally, August’s phone/internet bill was not received and we must therefore pay for August in September. Our ending balance as of September 30 was \$36,669.23.

### 6.3 Treasurer’s Report – October 2018

In October, we expect no revenue, as any monies from the Awards Gala will be settled once all tickets, sponsorships, and services have been paid out. The BIA ordered bracket kits for the Municipal Transportation Department, and will be repaid. The BIA Manager is receiving the \$500 moving allowance, as her three month probationary period has expired. The BIA is also paying for the printing of the Coupon Book and related ads this month. It is anticipated that the balance at the end of October will be approximately \$27,000.

### 6.4 BIA Bank Account Transition

Staff reported that as of August 9, 2018, all transactions from the BMO bank account were cleared and the account was closed out. A list of all the transactions in 2018 was provided by BMO. The transfer of funds from BMO to Libro were completed, with the legal signers sending official documentation that acknowledged the closing of the account.

All payments in August were made through the Libro account. Auto-deposits were set up with the Municipality of South Huron. Should other businesses be interested in auto-deposits, we are able to set those up in the future. Staff are looking into developing automatic payments for expenses such as the BIA Manager position and will report back to the Board with findings.

### 6.5 BIA Manager – Administrative Authority

In order for the BIA Manager to access online banking, Libro requires that we approve individuals to have administrative authority. This will enable the Manager to use online banking to view statements only. Staff are recommending that administrative authority be approved for Ms. Athanasiou and Ms. Wise.

**MOVED BY: Allen Plant & SECONDED BY: Tira Wootton**

**“THAT in addition to the persons presently authorized to make deposits and receive transaction records (but not generate debits) on behalf of the Enterprise (BIA), subject to any written conditions below, the following persons are added to the Administrative Authority: Georgia Athanasiou, BIA Manager, and Brittany Wise, BIA Manager.”**

**MOTION: CARRIED**

**MOVED BY: Allen Plant & SECONDED BY: Fred Godbolt**

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

**MOTION: CARRIED**

## **7. Promotions**

### **7.1 Coupon Book**

The Coupon Book was distributed to participating businesses in the last week of August. This year, 1000 Coupon Books were ordered. There are 39 participating businesses and 2 retail partners. Retail partners are businesses who have sold over 100 books in the last two years. Ballots can only be submitted at the two retailers.

Our first draw for gift cards took place on October 5 for the month of September. Our next draw will be end of October, followed by a draw at the end of November. Social media promotions are on-going and staff will update the Board as the program continue to progress.

Current sales are at approximately 220 books; staff are continuing to gather information from local businesses on their sales levels and will adjust marketing efforts as needed. Books are being redistributed to the businesses that have sold out or are close to selling out.

### **7.2 Moonlight Madness**

The second annual Moonlight Madness event occurred on September 27 from 4:00 to 8:30 PM. Fourteen businesses participated in the event. In order to participate, businesses donated 3 gift cards that were put into our promotional shopping spree packages.

This year, individuals had the chance to win two Experience Exeter Shopping Spree Packages by entering a contest on the BIA social media page. Participants had to like, tag 3 friends, and share the post to be entered into the draw. We drew names for the packages on September 25, just in time for the event.

One Ultimate Experience Exeter Shopping Spree Package was available for individuals who made a purchase during the Moonlight Madness event. Participating businesses were provided with “Enter to Win” ballots, similar to the Ladies Night Out event. One ballot was to be given to a customer when they made a purchase; this was designed to encourage more purchases on the actual event day.

Feedback from the event was mixed. Many businesses cited that there were not very many customers during the evening, and they expected more people to participate. Businesses felt more joint promotions

could have boosted the attendance at the event. Moving forward, staff will work with the Marketing Committee to determine the best way to encourage greater participation in the event. Staff encourage Board Members to bring forth suggestions or provide extra feedback if they have any.

### 7.3 Christmas Festival

Ms. Athanasiou has begun preparations for this event. The Christmas Festival is being promoted with all Coupon Book social media posts, and individual event promotions will begin mid-October.

The Santa Claus Parade notification letter was printed and is being distributed to businesses by the Lions Club. Staff are finalizing posters and flyers to be printed. These materials will be distributed approximately one month prior to the event.

This year, on the Friday night there will be a turkey dinner and hockey game hosted by the Hawks, as well as the Lioness Lighting of the Park. Saturday will focus on the Christmas Open house, where businesses in Exeter are encouraged to extend their hours. Saturday will also feature the Santa Claus parade, beginning at 6:00 PM, followed by a free skate and visit with Santa at the South Huron Rec Centre. Sunday will feature Exeter's Christmas Open House as well as a free skate.

Staff reminded the Board that if businesses are interested in participating in the Santa Claus Parade they can contact the BIA at 226-423-3028 or by email at [info@exeterbia.com](mailto:info@exeterbia.com).

### 7.4 RED Program

Ms. Athanasiou shared that work on the RED Program has been paused while our fall events are underway. Staff are planning to resume working on the RED Program at the end of October, once major events, such as the South Huron Awards Gala have been completed.

As a reminder, there are 3 different marketing opportunities for members to participate in:

- 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. Staff will work with the Chamber to move this project along.

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

**“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 almost completed. Banners were officially in place on September 19, which is when contract began for sponsoring businesses. Ms. Athanasiou noted that the Transportation Department was a huge help in getting all of the banners on the poles.

Two banners have required fixing since going up, with the banner arms on the heritage poles somehow getting unthreaded and falling off the pole. The Transportation Department has fixed all issues within 48 hours of notification.

There are four outstanding banners that need to be hung up – the Municipality required a few more brackets in order to put the new banner arms on the poles. The banners should be up on the poles by October 12. Contracts for those specific banners will not begin until they are officially on the poles. Staff are looking for recommendations on how to best automate the process for banners at renewal, as we collect fees every year. It was recommended to make an automatic invoice on Quickbooks.

Feedback on the banners has been positive. Only one banner is to be moved to a new location to improve visibility – this banner will be moved when the remaining four banners are being hung.

Staff reported that there was a slight issue with two of the banners that had typo's. Two banners were reprinted. The cost for these reprints came out of the banner arm contingency budget. Banners will be invoiced for full cost of \$82.50 each.

#### 8.2 Flower Removal

In early September, staff was contacted by MOSH staff about the removal of the hanging flower baskets. When banners were being hung up, MOSH removed the flowers. Flowers are typically taken down at the end of September each year. Prior to their removal, Ms. Athanasiou received board approval via email that flowers could be removed at the same time.

#### 8.3 Flowers for 2019

Municipal staff contacted the BIA about plans for next year's flowers on Main Street. The Board will work with the Beautification Chair to bring forth recommendations for the next year and will present the information at the next Board Meeting.

#### 8.4 Starburst Light Decorations

In previous meetings, the Board directed Staff to inquire into the refurbishment / replacement / removal of the starburst lights that stay up year-round. Previously it was recommended by Courtesy Signs during the replacement of the bulbs that the starbursts are replaced or refurbished, as they are in rough shape.

Staff received approval via email from the Board that the starbursts could be removed from the poles. The starbursts are being stored at MacNaughton Park. Staff are looking for recommendations on what our next steps will be – we will need to assess the starbursts condition and determine whether we would like to refurbish them or have them disposed of.

With the starbursts removed, the BIA will not incur additional charges this year as to replacement of the light bulbs.

**MOVED BY: Tira Wootton                      &                      SECONDED BY:                      Adrian Bakelaar**

**"THAT the starburst lights be removed from poles."**

**MOTION:                      CARRIED**

Discussion ensued on what should be done with the starbursts now – whether we wanted to continue to store them or have them disposed of. Staff were directed to dispose of the starbursts all together.

**MOVED BY: Janice Brock & SECONDED BY: Allen Plant**

**"THAT the starburst lights be disposed of."**

**MOTION: CARRIED**

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

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

**MOTION: CARRIED**

## 9. Member Events

### 9.1 Awards Gala

Staff reported that planning for the Awards Gala is on track. Ms. Athanasiou reminded board members that the event is occurring on October 18 at the South Huron Recreation Centre. She asked Board Members who are planning to be in attendance to please be at the Rec Centre between 5:00 and 5:30 PM that evening in order to help with seating and networking. The event will officially begin at 6:00 PM and will run until approximately 10:30 PM.

Nominations closed on September 7. There were 36 businesses, community groups, and individuals nominated. Nominations this year were fewer than in the past, and were more difficult to generate. Our new award category, Construction Excellence, had a successful number of nominations. However, Youth Excellence was a difficult category to generate nominations in. Staff will work with the Awards Gala Committee to determine the best course of action for future years.

Sponsorship was not as forthcoming as it has been in years passed. Not all sponsorship spots were filled, with no sponsorship for a few of our awards. However, with the event growing in number of participants, staff anticipate that the event will still be a success.

Currently, there are approximately 200 individuals attending the event. Staff are working through remaining items, such as developing the seating chart, organizing the powerpoint presentations, coordinating the speakers, and finalizing the agenda for the evening.

The Chamber purchased the Special Occasions Permit and will be purchasing Party and Alcohol Insurance for the event. Staff reached out to multiple community groups about bartending and will be using the Lions Club this year. However, in the future staff plans on rotating the bartending duties among interested community groups.

Our judging meeting this year happened on Monday, October 1. Judges met at the South Huron Welcome Centre. Judges provided their winner summary citing their reasoning, which will be incorporated into the award presentation.

Paul Ciufo, the Awards Gala's previous MC is unable to attend the Gala this year due to a conflict. We have confirmed Susan Reiger as our MC for this year's Gala.

### 9.2 Christmas Social

Staff reminded the board that our Christmas Social is happening this year on November 26 at Crabby Joe's – please save the date!

The Social has been promoted at recent Chamber events, and will be promoted closer to the date.

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

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

**MOTION: CARRIED**

10. Economic Development

10.1 Economic Advisory Committee

The Economic Development Advisory Committee for August was cancelled. At the next meeting, the Terms of Reference is to be discussed. 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.

**MOVED BY: Adrian Bakelaar & SECONDED BY: Rose Glavin**

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

**MOTION: CARRIED**

11. BIA Manager's Report

11.1 Vacant Digital Sign Space

Staff was recently contacted by a developer who is building homes in Exeter. The developer was interested in using the space where the digital sign was previously as an advertising opportunity. Additionally, Chair Glavin was approached by the Lions Club about having a digital sign put up. The Lions have yet to provide any concrete plans, as their idea is being approved by the larger organization.

Staff will continue to look into how to best use the vacant space – previously, it was discussed that the BIA would investigate a static sign program whereby businesses and non-profits could advertise their upcoming events. As more information on various alternatives is brought forward, staff will present the options to the Board.

11.2 BIA Manager Maternity Leave

Ms. Athanasiou reported that Ms. Wise officially began maternity leave on August 29, 2018 after welcoming a baby boy to her family. Ms. Wise is anticipated to return in August 2019.

11.2 Memorandum of Understanding (MOU)

The MOU was approved at Council on August 13, 2018. The BIA Chair will sign copies of the MOU to complete the process. Staff will work with MOSH in the future, should there be any necessary amendments in the future.

11.3 Long-Term Impact Study – OMAFRA

Vicki Lass, the Agriculture and Rural Economic Development Advisor at OMAFRA has set up a meeting on October 24 to review the BIA's strategic plan.

This is an annual update OMAFRA completes with all organizations for which they have facilitated a strategic plan. The meeting will review the goals and actions of the plan and see how work is progressing, while also potentially making changes.

Ms. Athanasiou will be meeting with Ms. Lass to go over the document. Ms. Athanasiou has reviewed the strategic plan, and will ask further clarification questions closer to the meeting. Staff is looking for a Board Member to attend the meeting as well.

#### 11.4 Local One Segment

The Staysh, a local news segment, recently contacted the BIA asking if the BIA Manager would like to provide monthly updates for the news channel. The updates would consist of events that are occurring in the BIA and surrounding area.

Staff was looking for direction on whether the BIA Manager should be completing these segments. Previously, it was discussed that Committee Members and Board Members take a greater role in promotion of events, such as speaking with media outlets. The Board determined that staff will not be responsible for completing these segments, but can provide information on events run by the BIA when it suits.

#### 11.5 Workshops

Ms. Athanasiou informed the board of upcoming workshops that have been brought to her attention recently, such as the Accessibility Workshop being hosted by the Ontario BIA Association (OBIAA) and a Grant Writing Workshop. Staff sought direction on the types of workshops to attend.

The Board determined that if staff were interested in attending workshops, or thought they may be valuable, to discuss the workshops with the Chair. In this case, the Board recommended that staff attend the Accessibility Workshop being hosted by OBIAA, in St. Thomas, as there is no cost. Staff will report on the meeting.

**MOVED BY: Adrian Bakelaar & 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, November 13, 2018 at 6:30pm at Town Hall.**

14. Adjournment

**MOVED BY: Fred Godbolt & SECONDED BY: Adrian Bakelaar**

**"THAT the BIA meeting does now adjourn at 7:42pm."**

**MOTION: CARRIED**

  
Rose Glavin, Chair

  
Tira Wootton, Vice-Chair

  
Georgia Athanasiou, Recording Secretary