



## EXETER BUSINESS IMPROVEMENT AREA – BOARD MEETING

**Tuesday, November 13, 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, Fred Godbolt, Councillor Craig Hebert, and BIA Manager Georgia Athanasiou

ABSENT – Promotions Chair Lauryn Marion, Directors James Eddington and Allen Plant

RECORDING SECRETARY – Georgia Athanasiou, BIA Manager

# MINUTES

## 1. Welcome and Call to Order

Ms. Athanasiou welcomed everyone to the meeting at 6:31pm.

## 2. Changes to the Agenda and Approval of Minutes of October 9, 2018.

### 2.1 Approval of the Agenda

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

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

**MOTION: CARRIED**

### 2.2 Approval of the Minutes of October 9, 2018.

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

**“THAT the minutes of October 9, 2018 be adopted, as presented.”**

**MOTION: CARRIED**

## 3. Chair’s Message                      NIL

## 4. Delegation                      NIL

## 5. Councillor’s Report

Councillor Craig reported that there had not been another Council meeting in the time between BIA meetings. He confirmed that the steering committee for the Rec Hub was still meeting, and clarified that the surveys collected for that meeting are public. He also informed the Board that while the number of surveys collected was low, it met the threshold set out and the survey is only one advisement tool that gives additional direction to Council.

**MOVED BY: Tira Wootton & SECONDED BY: Janice Brock**

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

**MOTION: CARRIED**

6. Financial Report

6.1 Treasurer's Report – October 2018

In October, the BIA had no net revenue, as the bracket kits were ordered for the Municipal Transportation Department and were an expense. The BIA incurred all regular expenses, including BIA Manager salary expense, rent, and phone / internet. The BIA Manager received her \$500 moving allowance, as stated in her contract, as her three month probationary period expired. This month, we also paid for the Coupon Book ads and printing. The balance at the end of the month was approximately \$27,400.

6.2 Treasurer's Report – November 2018

In November, we expect to collect a portion of the BIA's Awards Gala event coordination fee. The BIA Manager has also collected some funds from the coupon book, and will be depositing funds as they come through.

Regular expenses are expected to be incurred. In addition, the BIA will be paying the flat \$8,000 for the 2018 flowers, as agreed upon by the Municipality. Christmas Festival expenses, in particular for the posters and the parade, are expected to be paid out. The Santa Claus Parade expenses include the bands, float prize, and updates to the Santa float. The bill for the printing of the banners was received this month, with an expense of approximately \$7,700. The BIA expects to have a balance of \$7,800 at the end of November.

6.3 BIA Manager – Administrative Authority

Ms. Athanasiou has been granted Administrative Authority over the Libro account, granting her the ability to access online banking. Ms. Athanasiou and one signor must provide ID verification and sign off on the process before access can be granted.

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

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

**MOTION: CARRIED**

7. Promotions

7.1 Coupon Book

The Coupon Books are nearing the midway sales mark. Ms. Athanasiou has reached out to businesses on their current sales to date and has only heard back from 7 businesses. Staff know approximately 700 books have been sold, and staff will continue to collect information and redistribute books as needed. Additional social media promotions may be forthcoming.

7.2 Christmas Festival

Ms. Athanasiou reminded the Board that the Exeter Christmas Festival is coming up quickly, happening on November 16 – 18. Strong social media promotions for the event were withheld until November 12, as to respect Remembrance Day celebrations.

Staff will be sending out an email reminder to businesses about our Christmas Open House, where businesses are encouraged to stay open late on Saturday November 17 prior to the Parade, as well as being open on Sunday November 18. Businesses are also encouraged to decorate their windows and storefronts for the holiday weekend.

Staff are unsure of how many events on the Christmas Festival weekend the BIA should be attending, and are looking for direction heading into the weekend.

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).

### 7.3 RED Program

Ms. Athanasiou has begun focusing more heavily on the RED Program. There have been certain setbacks, with less financial support from the Municipality, but staff are working on applying for the Huron County grant Supporting Local Economic Development (SLED) program to supplement funds. The South Huron Chamber of Commerce is also considering applying for a short extension to the project, as to give us more time to gather photography in various seasons.

The BIA has been contacted about video opportunities. Ms. Athanasiou will be reaching out to businesses shortly about the opportunity, and is hoping to have them scheduled for early 2019.

### 7.4 Supporting Local Economic Development (SLED) Grant Opportunity

To support the RED Program, staff are applying to the SLED grant. This grant is designed to help fund projects targeting key regional economic development priorities, such as workforce attraction, agriculture, tourism, and investment attraction. The Chamber, with the support of the BIA, intends to submit an application. This application will enhance the objectives currently in the RED Project. As per the application guidelines, SLED requires a Board motion that confirms support for the project.

Our application will focus on developing videos that promote job availability (which was included in the original proposal), diversity in the region, demographic features, and success stories of local organizations and businesses that show the opportunity to invest in the area.

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

**"THAT the BIA Board approves and supports the proposed SLED project application."**

**MOTION: CARRIED**

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

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

**MOTION: CARRIED**

## 8. Beautification

### 8.1 Banner Program

The BIA banner program is officially complete, with the final four banners being hung on October 10, 2018.

As reported in October, two banners required fixing after their installation. The banner arms had become unthreaded, but were quickly fixed by the Transportation Department. Since that report, an additional two banner arms were lost. The banners were taken down to preserve the banner itself, and new arm were reordered through the Municipality. Unfortunately, the first set of arms were the incorrect size; currently, we are waiting on the banner arms to arrive before the banners can be re-hung.

The banners were invoiced in November and the printing will be paid for in November.

## 8.2 Flowers for 2019

In mid-September, municipal staff contacted the BIA about plans for next years flowers on Main Street. Ms. Athanasiou met with Beautification Chair Mary Hulley to discuss the BIA's recommendations. Staff are looking for feedback or additional comments on the suggestions, which are as follows:

- To keep with a unified look throughout Exeter, the BIA will recommend that the hanging baskets have the same colour flowers that the Municipality uses in other public spaces.
- Staff will be confirming the number of hangers we own and recommending we get the same number of baskets.
- Flowers in all of the bridge planters.

## 8.3 Beautification Committee

While meeting for the 2019 flowers, Ms. Athanasiou and Ms. Hulley discussed the future direction of the Beautification Committee. Staff would like feedback on whether the Board would like re-form the Beautification Committee. If so, staff would like to know what kind of projects would be of priority – with the majority of the flower program passed along to the Municipality, the Committee could focus on new initiatives such as new street benches, garbage receptacles, etc.

## 8.4 Christmas Lights

Christmas Lights, hung in our heritage core, will be in place by Friday November 16, in time for the Exeter Christmas Festival. In conversations with the Transportation Department, they have expressed that the decorations are “getting very tough” and recommended that the BIA may want to consider replacing or refurbishing them.

Staff inquired further into what “very tough” meant, and will continue to investigate. However, we may need to consider updating the lights in the coming years. Staff are open to suggestions for what we may want to tackle next.

## 8.5 OBIAA Accessibility Workshop

On October 30, Ms. Athanasiou attended an Accessibility Workshop, hosted by OBIAA in St. Thomas. The workshop briefly discussed the Accessibility Act, but focused more heavily on issues faced by downtowns around accessibility. The workshop brought together BIA representatives with a number of individuals who work in the accessibility space or who require accessibility.

A number of interesting issues were brought up, with some interesting and innovative solutions put forth, from apps to beacon technology.

Staff are looking for direction on how to move forward with accessibility projects. Ms. Athanasiou hopes to work with the Municipality on accessibility projects, such as Stop Gap, in the coming weeks.

**MOVED BY: Mary Hulley & SECONDED BY: Rose Glavin**

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

**MOTION: CARRIED**

9. Member Events

9.1 Awards Gala

The Awards Gala was a successful event held on October 18 at the South Huron Recreation Centre. There were approximately 220 people in attendance. The BIA Manager collected approximately 80 surveys from guests in attendance and compiled a short summary of the feedback. Overall, there was very positive feedback, with minor changes to be made. Ms. Athanasiou wants to thank all the Board Members who aided in the set-up and clean-up of the event, as well as those who presented awards.

The BIA has been informed that the Chamber has assured us we will receive our share of the event coordination fee in the upcoming weeks; the total coordination fee will be approximately \$14,900. In 2017, the coordination fee was about \$14,000. The BIA expects to make approximately \$7,400. It was more difficult this year to gather nominations and sponsorships than in the past, something we should consider moving forward. The Chamber will be providing half of our share (\$3,700) prior to December 31, and expects the remaining balance will be paid once their membership fees start coming through. If they have the funds in 2018, they will pay prior to December 31.

Ms. Athanasiou was also contacted by the keynote speaker, Jennifer Pate, who wished to have her thanks passed along to the Board. Ms. Pate was grateful for the donation to her Love Your Greats Foundation.

Staff will work with the Awards Gala Committee in the future on the event, and making changes in the future. Staff welcomes feedback and suggestions.

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! Ms. Athanasiou shared that Joan, Chamber staff, would not be in attendance at this year's event informed the Board that she will be reaching out to them over the next few weeks if she requires additional support for the event.

Promotions will begin mid-November. Staff noted that in the workplan, there is the idea of having Board Members hand out “initiations” to local businesses. Staff wanted direction on whether or not to proceed with this idea as a way to encourage businesses to attend – if so, staff will divide businesses up and develop invitations. Thus far, no businesses have RSVP'd. We will also be inviting new Council to attend as a “meet & greet” opportunity.

**MOVED BY: Fred Godbolt & SECONDED BY: Tira Wootton**

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

**MOTION: CARRIED**

10. Economic Development

10.1 Economic Advisory Committee

There have been no Economic Development Advisory Committee meetings recently. As new council is settled, and the EDAC is reformed, the BIA will ensure that our motion to add the BIA Manager as a voting member of the committee is brought forth.

**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 inquired with the Board if there had been any additional developments with the vacant sign space. Previously, a number of projects had been discussed, including a sign program run by the BIA and the possibility of the Lions Club organizing their own digital sign.

11.3 Long-Term Impact Study – OMAFRA

Vicki Lass, the Agriculture and Rural Economic Development Advisor at OMAFRA had a phone meeting with the BIA Manager on October 24 to review the BIA's strategic plan.

This was an annual update OMAFRA completes with all organizations for which they have facilitated a strategic plan. The meeting reviewed the goals and actions of the plan to see how work was progressing. Chair Rose Glavin was unable to attend the meeting. Ms. Athanasiou reviewed the plan with Ms. Lass. There were no major changes or concerns with the plan.

However, it did bring up the question of which strategic priorities the Board would like the BIA to move forward with immediately, as some objectives, such as encouraging businesses to get online, has been stalled.

11.2 Huron-Bruce Small Business Roundtable

On November 8, BIA staff attended the Huron-Bruce Small Business Roundtable hosted by MPP Lisa Thompson. Michael Parsa, Parliamentary Assistant for the Minister of Economic Development, Job Creation, and Trade attended to gather feedback from rural business owners. The Roundtable brought together a number of individuals from the Huron-Bruce riding, including manufacturers, education representatives, small business owners, BIA and Chamber representatives, and municipal staff to air feedback and concerns for provincial consideration.

It was a good opportunity to learn about the challenges facing rural business. MPP Thompson is planning to put together a report, capturing all of the thoughts and comments, which will be sent out to attendees. Once that has been compiled, staff will circulate it to the membership.

11.2 Win This Space Opportunity

Melanie Miller, our Libro representative, brought forth an idea to the BIA to host a “Win This Space” contest for vacant store fronts on Main Street. She provided contact information to the Listowel BIA, who successfully ran a “Win This Space” campaign, utilizing the Libro Prosperity fund. Ms. Lisa Schaefer, the individual who ran the campaign in Listowel, offered to provide information on the program.

Additionally, Ms. Athanasiou has connected with Jan Hawley, the economic development officer of Huron East who started the contest. Ms. Hawley has also offered to meet with the Exeter BIA to explain the contest and provide resources to make it successful.

Running a contest such as this would connect with our Strategic Plan. With the recent vacancies on Main Street, it may be a good opportunity to generate some additional interest in those properties. The Board directed staff to look further into the program and provide an update.

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

**"THAT the BIA Manager report be adopted as presented."**

**MOTION: CARRIED**

12. Non-Director Comments Nil

13. Upcoming Events

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

14. Adjournment

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

**"THAT the BIA meeting does now adjourn at 7:20pm."**

**MOTION: CARRIED**

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Rose Glavin, Chair

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Tira Wootton, Vice-Chair

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Georgia Athanasiou, Recording Secretary