



EXETER BUSINESS IMPROVEMENT AREA – BOARD MEETING

Monday, September 11, 2017 at 6:30pm

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

EXECUTIVE MEMBERS – Chair Fred Godbolt, Vice Chair Rose Glavin, Secretary / Treasurer Janice Brock, Beautification Chair Mary Hulley

DIRECTORS – Promotions Chair Lauryn Marion, Directors Adrian Bakelaar, Tira Wootton, Councillor Craig Hebert and BIA Manager Brittany Wise

ABSENT – Directors Allen Plant, James Eddington

RECORDING SECRETARY – Brittany Wise, BIA Manager

MINUTES

1. Welcome and Call to Order

Mr. Godbolt welcomed everyone to the meeting at 6:38pm.

2. Changes to the Agenda and Approval of Minutes of June 12, 2017.

2.1 Approval of the Agenda

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

"THAT the agenda be adopted as presented."

MOTION: **CARRIED**

2.2 Approval of the Minutes of June 12, 2017.

MOVED BY: **Rose Glavin** **&** **SECONDED BY:** **Janice Brock**

"THAT the minutes of June 12, 2017 be adopted, as presented."

MOTION: **CARRIED**

3. Chair's Message

Mr. Godbolt stated that it was good to have this meeting to get everyone back into the routine.

4. Delegation Nil

5. Councillor's Report

Councillor Hebert reported that Council is moving ahead with the pool upgrade and a new recreation centre / hub. The pool project will likely move forward quicker, while the end date of the Rec Centre is 2021. He noted that there were upcoming public consultations for both projects: pool upgrades (Sept 13) and Community Hub / Recreation Centre (October 4). Mr. Hebert also noted that they are looking for volunteers to sit on the steering committees of both projects.

Councillor Hebert stated that he knows there are concerns regarding the former Coffee Culture building. He said that the Municipality has contacted owners again and it won't be too much longer before either the owners or the Municipality does something to address the state of the building.

He noted that there have recently been several questions raised about safety with the number of thefts that have been happening in the community. There was a discussion on a public education component - education people on how they can help reduce the problem (ie. reporting, locking cars, etc.)

The Board agreed that Ms. Wise should get in touch with the police to find out what key messaging we can help send to our BIA members. It should note that if anything suspicious is noted, for members to follow tips in order to help the community in general.

MOVED BY: Rose Glavin & SECONDED BY: Janice Brock

"THAT the Councillor's Report be adopted, as presented."

MOTION: CARRIED

6. Financial Report

6.1 Treasurer's Report – July 2017

In July, there was no revenue. Expenses included regular payments for payroll deductions and hydro, as well as the Bach Festival Program advertising, Ladies Night Out advertising, the South Huron Map and Guide fee, plus the AGM advertising fee.

6.2 Treasurer's Report – August 2017

In August, revenues primarily included 3 of 7 payments of \$250.00 each for the Exeter 360 video project. Expenses in August included regular expenses: BIA Manager salary and payroll deductions, rent, hydro, phone and Internet. Expenses also included 50% of flower costs, audited financial records, digital sign support, Sidewalk Sale and Coupon Book promo items, as well as Ladies Night Out gift certificates for the shopping spree contests.

6.3 Treasurer's Report – September 2017

In September, we will receive our second installment of the tax levy at a sum of \$34,491.00. We also expect to receive 3 of 4 remaining payments for the Exeter 360 video project, as well as payment for the Breakfast with the Mayor coordination.

Expenses will include regular expenses for the BIA Manager salary, payroll deductions, rent, hydro, phone/internet. It will also include payment for the some Coupon Book and Sidewalk Sale promo items and the last Strategic Planning session dinner.

Although we haven't received them yet, we expect invoices for \$3,250.00 for the promotional video project, about \$3,000.00 for the Coupon Book project (print, design and promotion), and about \$3,000.00 for the 360 video project.

The Board agreed that Ms. Wise should be transferring the treasury duties over to Ms. Brock.

MOVED BY: Janice Brock & SECONDED BY: Lauryn Marion

"THAT the financial report be adopted as presented."

MOTION: CARRIED

7. Promotions

7.1 BIA Website

Ms. Marion and Ms. Wise met with representatives from Campus Creative in early August. The meeting went well, with them being very agreeable to making the necessary changes. Ms. Wise has been working back and forth with them to make the changes, with no concerns thus far.

7.2 Promotional Videos

The promotional video content has all been shot. Content will include both business and community promotion from Exeter and South Huron, to mutually benefit both parties involved. Ms. Wise reported that she has requested that the first video be set to launch on September 19, just in time for the IPM. The remaining 5 shorter videos will be launched from October to March.

Ms. Wise reported that Powerline Films out of Stratford have been great to work with and would recommend working with them again in the future if we should choose to do videos again. They noted that they can use existing footage to make new videos, which would reduce the production fee.

7.3 Exeter 360 Project

The 360 video project launched at the end of August. So far, we have released 2 videos (Designer's and Eddington's), with a third one being released on Monday (Luvu Naturally). Results on social have been okay, but hopefully will continue to grow as the project continues. It's also important to note that this project was not just about the social media results – it's more about enhancing the overall search engine optimization of those businesses and Exeter as a whole.

7.4 Coupon Book

Ms. Wise reported that the 2017 Coupon Book officially launched on September 5. Premier retail partners include Canadian Tire, Guardian Pharmacy, Hansen's YIG and Office Solutions. All other participants also have books to sell. Promotion is being handled similar to last year. Ms. Wise plans to check in at the end of the month about sales.

7.5 Social Media

The BIA social media has been primarily managed by our volunteer placement this summer, who has done an awesome job of posting a variety of content. We're hopeful that this will continue into the fall.

7.6 Fall Ladies Night Out

The Marketing committee is planning a fall Ladies Night Out event on October 12. The idea is that this event will feature swag bags filled with items from participating businesses for purchase. Details will be confirmed in the coming week. Idea is to get businesses involved that don't typically participate.

MOVED BY: Rose Glavin & **SECONDED BY:** Janice Brock

"THAT the promotions report be adopted as presented."

MOTION: CARRIED

8. Beautification

8.1 Banner Program

Ms. Wise contacted the local companies to get pricing for banners again – to ensure that we were comparing apples to apples. Consolidated Signs provided the lowest cost per banner, but there was still some questions regarding the pricing, so Ms. Wise is going to do some more follow up to present at the next meeting.

The group agreed that we would get all our ducks in a row to launch this program in the fall / winter to have the banners on the poles next spring.

8.2 Bridge Flowers

The self-watering bridge flower planters were placed on bridge by mid-June. Unfortunately, they were vandalized at the end of July and none of the flowers survived. Ms. Wise has confirmed that the bridge boxes themselves are in good shape, so that will not be an issue moving forward.

Ms. Wise will work with municipal staff to come up with a solution to ensure that the bridge planter boxes cannot be overthrown again.

8.3 Coffee Culture Building

The Board agreed that they want to write a letter to the CAO stating that we support their recent efforts to speed up the process on the former Coffee Culture building. They want to ask the Municipality to give us updates on the project so that we can share with our members to let them know something is being done about it.

MOVED BY: Lauryn Marion & **SECONDED BY:** Rose Glavin

"THAT the beautification report be adopted as presented."

MOTION: CARRIED

9. Member Events

9.1 Awards Gala

Ms. Wise reported that the 2017 Awards Gala is in good shape. There is a confirmed a speaker, musician and a photographer for the event. Sponsorships are confirmed for the most part, but we are still looking for sponsors in the following areas: Speaker Sponsor, Lifetime Business Achievement Award Sponsor, Community Advancement Award Sponsor and Table Sponsors.

Nominations have now closed – we have at least 4 nominees from each category. We are going out next week to present nominations and will be posting on social media up until the event day to create buzz.

Ms. Wise reported that tickets are 50% sold out, with tickets set aside for the nominees. We're doing a big push for tickets this week.

MOVED BY: Tira Wootton & **SECONDED BY:** Rose Glavin

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

MOTION: CARRIED

10. Economic Development Nil

**There has been no Economic Development Advisory Committee meeting since the last BIA meeting.*

11. Digital Sign Report Nil

Ms. Wise reminded the group that she was directed not to do anything with the sign, including selling advertising, until the Board made a decision about how to proceed with the sign.

The Board agreed that perhaps the management model and uses for the sign should change. Would the Municipality be interested in co-sharing a new sign? Perhaps other groups could also partner. Mr. Godbolt to contact the CAO to explore.

MOVED BY: Rose Glavin & **SECONDED BY:** Lauryn Marion

"THAT the Digital Sign report be adopted as presented."

MOTION: CARRIED

12. BIA Manager's Report

12.1 Strategic Planning

Ms. Wise reported that she and OMAFRA rep, Vicki Lass, spent a day working on the strategic plan. Admittedly, Ms. Wise has not had the chance to work on the plan much since then with the Coupon Book launch, Awards Gala, promotional video shoot, 360 project launch and regular BIA operations.

Ms. Wise will continue to work on the plan with Ms. Lass, asking the board questions if necessary as she moves forward. Ms. Wise suggests that a draft be presented in October with a final draft completed no later than December.

12.2 JCP Positions

Since the last meeting, the JCP contact has been signed. We had two candidates lined up, but unfortunately the person for the Community Marketing position found full-time employment. We had another lead on a candidate, but that individual also found full-time employment. We are currently trying to find someone else who meets the placement criteria.

The Workforce Development placement, working primarily under the Chamber, started at the beginning of August. Since being hired, the individual has been doing research to understand the issues and following up with job fair contacts to collect feedback.

12.3 Vacant Unit Rebate

As mentioned at the June meeting, the Vacant Unit Tax Rebate policy change is a County-level decision. They are considering the change and are receiving comments until September 30, 2017. Ms. Wise has revised the BIA letter that was sent to the Municipality of South Huron in April.

MOVED BY: Lauryn Marion & SECONDED BY: Rose Glavin

"THAT the Vacant Unit Rebate be adopted as presented and submitted to the County for feedback on this policy."

MOTION: CARRIED

12.4 Community Grant Program

Ms. Wise and Ms. Brady (Chamber) are met with the CAO to review our previous grant applications to see if they can be put into the operating budget vs. the grant program. The CAO suggested that we apply for the grant like usually and let Council decide whether it will be moved to the operating budget or not during the community grant discussions.

Last year, we applied for a 1/3 split in the Welcome Centre rent (\$6,000) and self-watering flower planters for the bridge (\$3,120). The board agreed that we would apply for the Welcome Centre cost-sharing model. The Board also agreed that perhaps this might be a good fit for the digital sign partnership, but will only proceed with that part of the application if discussions with the CAO are positive.

Applications are due on September 21, 2017.

12.5 Public Transit Initiative

There was a public transit meeting held in Grand Bend in early August that aims to tackle the transportation issues in Grand Bend and surrounding areas, Exeter included. They are tackling this issue as a barrier to employment and a tourism service. The Board agreed that they are not against this service being investigated and offered, but they don't feel they have enough information to write a letter of support for the project.

12.6 Rural Economic Development (RED) Grant Program

Ms. Wise explained that Ms. Lass from OMAFRA suggested that the BIA apply for a RED grant under the marketing stream. The grant program offers matching funds and can offset some of the work we're doing - for example, the promotional videos and 360 project.

Ms. Wise asked about the Municipality's interest to be a partner, but there is only an opportunity to frame around the Ambassador program.

The Board agreed that they would like Ms. Wise to develop an application - in partnership with the Municipality if possible.

12.7 Meeting Date Review

Now that it's fall, Ms. Wise wanted to review BIA board meeting dates for the remainder of the year and into 2018. Since a few members were waiting on sports schedules for their kids, this discussion was tabled until the October meeting.

MOVED BY: Lauryn Marion & SECONDED BY: Rose Glavin

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

MOTION: **CARRIED**

13. Non-Director Comments Nil

Ms. Wise read a letter on behalf of Ms. Hulley, who was unable to attend the meeting. In the letter, Ms. Hulley reported that she has been asked to sit on the Jessica's House Operating Fundraising Committee to act as a liaison to the BIA. The committee has been meeting to establish an ongoing annual event to raise the funds necessary to operate the Hospice in our community, once the build is complete.

The committee has put together a proposal to run a 3-day music festival in Exeter in June of 2018. The Friday night of the event would be a concert event (most likely country), the Saturday would be an afternoon geared to children and families, and the weekend would wrap up on Sunday morning with a gospel concert.

At this point, the committee has put together the financials to ensure this event could be viable, and now have taken it to the Jessica's House Steering Committee for approval and to ask that they front the money necessary to finance the down payments necessary.

All the committee is asking of the BIA at this point is to be aware of what they are proposing, and to support and promote the event as much as possible when it is a definite go-ahead!

Ms. Hulley also noted that the committee has support from a large variety of organizations from in and around South Huron that have committed to volunteer at this event (ie. fire department, Optimist Club, Legion, Lions/Lioness, Masons, Rebekahs, etc.

MOVED BY: Rose Glavin & **SECONDED BY:** Lauryn Marion

"THAT the BIA will support and promote this event as much as possible."

MOTION: **CARRIED**

14. Upcoming Events

Next Regular Meeting: *Tuesday, October 10, 2017 at 6:30pm at the Town Hall**

15. Adjournment

MOVED BY: Rose Glavin & **SECONDED BY:** Janice Brock

"THAT the BIA meeting does now adjourn at 8:16pm."

MOTION: **CARRIED**

Fred Godbolt, Chair

Rose Glavin, Vice Chair

Brittany Wise, Recording Secretary