



## EXETER BUSINESS IMPROVEMENT AREA – BOARD MEETING

**Tuesday, October 10, 2017 at 6:30pm**

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

EXECUTIVE MEMBERS – Secretary / Treasurer Janice Brock, Beautification Chair Mary Hulley

DIRECTORS – Directors Allen Plant, James Eddington, Adrian Bakelaar, Tira Wootton and BIA Manager Brittany Wise

ABSENT – Chair Fred Godbolt, Vice Chair Rose Glavin, Promotions Chair Lauryn Marion and Councillor Craig Hebert

RECORDING SECRETARY – Brittany Wise, BIA Manager

## MINUTES

### 1. Welcome and Call to Order

Ms. Brock welcomed everyone to the meeting at 6:32pm.

### 2. Changes to the Agenda and Approval of Minutes of September 11, 2017.

#### 2.1 Approval of the Agenda

**MOVED BY: James Eddington & SECONDED BY: Allen Plant**

**"THAT the agenda be adopted as presented."**

**MOTION: CARRIED**

#### 2.2 Approval of the Minutes of September 11, 2017.

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

**"THAT the minutes of September 11, 2017 be adopted, as presented."**

**MOTION: CARRIED**

### 3. Chair's Message Nil

### 4. Delegation Nil

5. Councillor's Report

Councillor Hebert provided a written report stating that there have been 2 open houses about recreation items, both well attended. Majority of people at the meetings are interested in looking at an indoor pool or at least the concept. Council will take their comments into consideration and will also be holding open houses in rural wards.

He also reported that the Community Grant literature has been received and reviewed, presentations will happen in November.

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

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

**MOTION: CARRIED**

6. Financial Report

6.1 Treasurer's Report – September 2017

Ms. Wise reported that in September, we received our second installment of the tax levy at a sum of \$34,491.00, as well as 2 of 4 remaining payments for the Exeter 360 video project.

Expenses included regular expenses for the BIA Manager salary, payroll deductions, 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.

6.2 Treasurer's Report – October 2017

Ms. Wise reported that In October, we can expect the remaining 2 payments for the 360 video project, as well as payment for the Breakfast with the Mayor coordination.

Expenses will include the regular BIA Manager salary, rent, hydro, phone and internet. Expenses will also include 360 video filming and promotion, as well as printing and advertising for the Coupon Book and our share of the filming for the promotional video project. The promotional fees will come as the videos are released.

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

**"THAT the financial report be adopted as presented, with the date of July 2017 changed to September."**

**MOTION: CARRIED**

7. Promotions

7.1 Promotional Videos

The promotional videos (x6) have all been provided and suggested edits are pending. The final versions of the videos will go to Council on October 16, then the first video will go live on social media. The other 5 videos will come out from November to March 2018 on both the BIA and South Huron socials.

Ms. Wise will show the board members a sneak peak of the videos.

## 7.2 Exeter 360 Project

Majority of the 360 videos have been released, with Canadian Tire launching this week. Social media results haven't been great, but there have been a decent number of clicks on the posts, which will increase the businesses search engine optimization.

## 7.3 Coupon Book

Ms. Wise asked participating businesses for a sales update, of which, 11 businesses got back to her. From their responses, there are about 200 in sales. Hansen's reported that their huge blitz would happen after Thanksgiving.

The first round of gift certificate giveaways has been done, with lots of excitement from the winners.

## 7.4 Moonlight Madness

The BIA is hosting a Moonlight Madness event on Thursday, October 12 from 4:00 – 8:30pm. There are almost 20 participating businesses – some of the usual businesses either didn't want to participate or couldn't make it work from a staff perspective.

We are not spending any money on promotion for this event – the BIA didn't budget for it and the marketing committee didn't want to ask the businesses for more money. We did however ask for 3 gift cards from each business that are going into Facebook contest to win 3 prize packages – which will encourage likes, shares, etc. to help promote the event. We hope it will be a success.

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

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

**MOTION: CARRIED**

## 8. Beautification

### 8.1 Banner Program

Ms. Wise contacted Consolidated Signs for more information, as well as asked Courtesy Signs for a quote. She also presented material samples from a few of the providers.

All banners from local providers will be outsourced. The cheapest options are still Consolidated Signs (\$78.50 per banner) and Classic Displays (\$83.00 per banner).

There was more discussion about on the materials, the pricing per banner and questions / new ideas for design. Ms. Wise will come bring back answers to the questions at the next meeting.

### 8.2 Beautification of South Huron

The Municipality contacted us about having a collaboration meeting regarding beautification in October. The BIA will attend.

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

**"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 planning is going well. Tickets for the event are now sold out. Nominee information was sent to the judges early last week for review and a judges meeting is happening on October 10.

Ms. Wise said that staff are still trying to confirm table sponsors. It hasn't been as easy to get the smaller sponsors this year, everyone's tapped out. She said that over the coming weeks, staff will be putting together the presentation, seating plan, etc. and are looking forward to a great event.

Mr. Eddington noted that he feels that the Chamber is doing a mediocre job of getting their members out to their events. He feels it could be a bad reflection on the BIA since we partner with the Chamber on so many initiatives.

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

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

**MOTION: CARRIED**

10. Economic Development

There was no Economic Development Advisory Committee meeting again in September, which is the forth-consecutive month without quorum. Committee members agreed that unless something changes, they are not willing to commit their time and energy to this committee.

There has been talk about having BIA and Chamber staff sit on the committee, because if staff counted, there would typically be quorum. There is another meeting on October 11 – there will be more discussion at that point about how the committee will proceed.

To gather input about the direction from the BIA, the BIA Manager explained the following. The BIA was in favour of having the Economic Development Advisory Committee in order to improve partnerships and move the economic development agenda forward. Ms. Wise is does not believe the committee is functioning in that way in its current form. Without quorum, the committee can actually do the opposite and hold up progress.

The BIA Manager, Chamber Executive Director and the CAO have agreed to meet monthly to discuss economic development items and other relevant items as they arise. We have continued the conversation of developing an MOU or Charter to layout who is responsible for what and how we work together.

Depending on how the committee proceeds, perhaps we (BIA, Chamber, CAO) could do a joint economic development report that would go to our respective boards and Council on a quarterly basis. If there were any items that needed private sector input, it would come to the BIA and Chamber Boards vs. the Ec Dev Committee. Potentially, this would attract new members to our boards because they want to be involved in the broader economic development conversation.

The board agreed that they are supportive of this concept if the Ec Dev Committee folds. At the end of the day, they just want to see progress.

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

**"THAT the Ec Dev report be adopted as presented."**

**MOTION: CARRIED**

**11. Digital Sign Report**

As you know, since the last meeting, the sign went down – the hard drive in the computer went dead. Through email consultation, Ms. Wise received feedback from the board that we should spend the relatively small amount of money (\$450) to fix the sign to have it be operational until we can determine what our long-term plans are for that sign.

Ms. Wise received word on Friday that the computer is now fixed, but since all data was lost, she has to completely reconfigure the ad sequence before the sign can be up and running again. She is plans to set aside time this week.

Mr. Godbolt tried to reach out to the CAO about a potential sign partnership, but the CAO was on vacation at the time and hasn't reached out since his return. Mr. Godbolt will reach out again soon.

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

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

**MOTION: CARRIED**

**12. BIA Manager's Report**

**12.1 Strategic Planning**

Unfortunately, Ms. Wise has not had any time to dedicate to the Strategic Plan since the last meeting. Other projects like the Awards Gala, Coupon Book, Moonlight Madness, Promotional Videos, etc. had to take priority because they all had a more public timeline.

Ms. Wise noted that she is meeting with Vicki Lass on November 6 to review, so she is hoping to have a more concrete plan developed to show the board at the November meeting. She also stated that she will try to do some work on the budget that aligns with the plan at the same time.

**12.2 JCP Positions**

Finding a person to fill the Community Marketing JCP position is proving to be more difficult than we thought. We've had 4 people lined up for the position, but they've all fell through. We're actively trying to find someone suitable. The 11-month funding will not start until the position is filled.

The Workforce Development position is going well. They have done several employer meetings to understand the current issues and are working on coming up with local actionable items that will help to solve the problems.

**13.3 Partnership with South Huron**

The BIA and Chamber staff will be meeting on a monthly basis with the CAO to discuss economic development related issues so that we can work more collaboratively on opportunities that arise. At our first session, we spoke further about developing an MOU or Charter that would outline what each of organizations is responsible for and how we work together. Ms. Wise will work on developing BIA content while developing the Strategic Plan.

13.4 Rural Economic Development (RED) Funding Program

At the September meeting, Ms. Wise stated that there was an intake for the RED grant program on September 29 and the board agreed that submitting an application would be a good idea. She later found out that they added another funding intake date of December 1, which is a more doable timeframe. She will work with the CAO and Ms. Lass to submit the application.

13.4 Meeting Date Review

Now that it's fall, Ms. Wise would like to review BIA board meeting dates for the remainder of the year and into 2018.

The Board agreed that the meeting would take place on the second Tuesday of each month for the winter months.

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

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

**MOTION: CARRIED**

13. Non-Director Comments

Mr. Eddington reported that reps from the County Economic Development Board would be doing a presentation to South Huron Council on October 16. He asked members of the Board to attend.

Ms. Hulley announced that the Jessica's House steering committee gave approval to proceed with the music festival on Father's Day weekend in June. There will be a Boots & Beer event on the Friday, Children's event on the Saturday and a Gospel event on the Sunday.

14. Upcoming Events

**Next Regular Meeting: \*\*\*Tuesday, November 14, 2017 at 6:30pm at the Town Hall**


15. Adjournment

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

**"THAT the BIA meeting does now adjourn at 8:15pm."**

**MOTION: CARRIED**

  
Janice Brock, Secretary / Treasurer

  
Mary Hulley, Beautification Chair

  
Brittany Wise, Recording Secretary

**BIA FINANCIAL REPORT - October 2017**

OPENING BALANCE	<b>\$37,848.58</b>
-----------------	--------------------

**REVENUE**

360 Video Project Reimbursement (1 remaining at \$250 each)	\$250.00
Total Revenue	<b>\$250.00</b>

**EXPENSES**

Payroll Deductions	\$1,087.01
Rent (September + October)	\$2,260.00
Hydro (sign)	\$154.25
Phone / Internet <del>(June)</del>	\$101.17
360 Videos Filming	\$2,768.50
Coupon Book - printing & TA advertising	\$4,141.33
Total Expenses	<b>\$10,512.26</b>

<b>BALANCE (as of October 31, 2017)</b>	<b>\$27,586.33</b>
---	--------------------

**AD SALES PAID**

N/A	\$0.00
	<b>\$0.00</b>

**NOTES:**

**ANTICIPATED EXPENSES / REVENUE - November 2017**

OPENING BALANCE	\$27,586.33
-----------------	-------------

**REVENUE**

360 Video Project Reimbursement (now all paid)	\$250.00
Breakfast with the Mayor - Event Coordination	\$690.00
Coupon Books	\$20.00
White Squirrel Merch	\$26.00
Total Revenue	\$986.00

**EXPENSES**

BIA Manager (September + October)	\$6,107.58
Payroll Deductions	\$1,087.01
Rent (November)	\$1,130.00
Hydro (sign)	\$82.30
Phone / Internet <del>(June)</del> (Sept).	\$96.84
360 Video Promotion	\$227.00
Christmas Festival Printing	\$653.57
Christmas Festival - Design + Ad	\$98.76
Promo Videos - Filming & Editing	\$3,277.00
Total Expenses	\$12,760.06

<b>BALANCE (as of November 30, 2017)</b>	<b>\$15,812.27</b>
--	--------------------

**AD SALES PAID**

N/A	\$0.00
	<b>\$0.00</b>

**NOTES:**

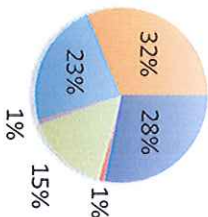


# BIA MANAGER REPORT

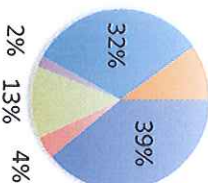
Month: October 2017

Monthly – Full Time Hours	Hours Worked	Vacation Time Used	Banked Hours	Notes
21 days x 8h per day = 168 hours needed (1 stat holiday)	192 hours worked	1 week vacation (40 hours) [+ 5 sick days used in total]	Accumulated = 19.5 hours Owed = 24.5 hours Remaining = 44 hours	

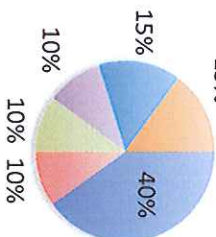
## BIA Manager Hours - September 2017



## BIA Manager Hours (Year to Date)



## BIA Manager Hours - Annual Target



ADMINISTRATION	BEAUTIFICATION	ECONOMIC DEVELOPMENT	MARKETING	DIGITAL BILLBOARD
<b>21.5 Manager Hours</b> <b>Member Comm (4.5 hours)</b> <ul style="list-style-type: none"> <li>Conversations with members, etc.</li> </ul> <b>Financials (3.5 hours)</b> <ul style="list-style-type: none"> <li>Paying bills, deposits, etc.</li> </ul> <b>Other - Meetings, Reports, etc. (13.5 hours)</b> <ul style="list-style-type: none"> <li>Update meetings with Fred</li> <li>Minutes, emails, calls, etc.</li> <li>Placement support</li> <li>Community Grant Application / RED Review</li> </ul>	<b>0.0 h Manager Hours</b> <b>Flowers (0 hours)</b> <b>Other - Meetings, Partnerships, etc. (0.0 hours)</b> <ul style="list-style-type: none"> <li>Banners</li> </ul>	<b>23.5 Manager Hours</b> <b>Welcome Centre (5.5 hours)</b> <ul style="list-style-type: none"> <li>Visitors in October = approximately 50 visitors</li> </ul> <b>Farmers' Market Board (0.0 hours)</b> <b>Other (16.0 hours)</b> <ul style="list-style-type: none"> <li>Meeting with Dan re: Ec Dev Items</li> <li>Workforce Development discussions</li> <li>BAS</li> </ul>	<b>55.0 Manager Hours</b> <b>Marketing Planning (0.0 hours)</b> <ul style="list-style-type: none"> <li>Website meeting, etc.</li> <li>Advertising for 2018</li> </ul> <b>Events / Activities (48.0 hours)</b> <ul style="list-style-type: none"> <li>Coupon Book</li> <li>360 / Promo Videos</li> <li>Moonlight Madness</li> <li>Christmas Festival</li> </ul> <b>Social Media (7.0 hours)</b> <ul style="list-style-type: none"> <li>Facebook: 2,306 likes (up 168 likes in October)</li> <li>Twitter: 998 followers (11 new); 389 following; 9,560 tweets (up 240 tweets)</li> <li>Instagram: 597 followers (up 71), 145 following, 276 posts</li> </ul>	<b>0.0 Manager Hours</b> <b>Ad Updates (0.0 hours)</b> <ul style="list-style-type: none"> <li>Troubleshooting, etc.</li> </ul> <b>MEMBER EVENTS</b> <b>92.0 Manager Hours</b> <b>Awards Gala (92.0 hours)</b> <b>Breakfast (0 hours)</b> <b>Other (0 hours)</b>