

EXETER BUSINESS IMPROVEMENT AREA – BOARD MEETING

Monday, November 8, 2021 at 6:30pm

Electronic Meeting using Electronic means as outlined in Schedule A to By-Law 20-2020 (Amendment to Procedural By-Law 79-2015)

EXECUTIVE MEMBERS – Chair Tira Wootton, Treasurer Janice Brock, Promotions Chair Lauryn Marion, Beautification Chair Mary Hulley

DIRECTORS –Directors Fred Godbolt, Adrian Bakelaar, Leanne Wiseman, Dr Nicole Insley, Councillor Aaron Neeb

ABSENT – Jon Baker, Rupert Robinson

NON-DIRECTORS - Laura Connolly (BIA Manager),

RECORDING SECRETARY – Laura Connolly (BIA Manager)

MINUTES

1. Welcome and Call to Order

We would like to begin by acknowledging that the land we stand upon today is the traditional territory of the Anishinaabe (A-Knee-Shin-a-bee), Haudenosaunee (Ha-Den-o-shin-ee) and Neutral peoples. We recognize the First Peoples’ continued stewardship of the land and water and our roles as treaty people, committed to moving forward in the spirit of reconciliation, gratitude, respect and education with all First Nation, Métis and Inuit people.

Ms. Connolly Welcomes and Calls to Order at **6:37pm**

2. Changes to the Agenda and Approval of Minutes on October 12, 2021.

3. Approval of the Agenda

MOVED BY: Adrian Bakelaar & SECONDED BY: Aaron Neeb
“THAT the agenda be adopted as presented.”

MOTION: CARRIED

3.1. Approval of the Minutes of October 12, 2021.

MOVED BY: Mary Hulley & SECONDED BY: Tira Wootton
“THAT the minutes of October 12, 2021 be adopted, as presented.”

MOTION: CARRIED

4. Chair’s Message

The Chair welcomes everyone to the board meeting.

5. Delegation

No Delegation

6. Councillor's Report

6.1 Fire Master Plan

Committee of the Whole was updated on the Municipalities Fire Master Plan which outlines current and future service recommendations for the Fire Department in MOSH. The findings recommended investigating new fire halls in both Exeter and Dashwood as well as updating processes in the department to modernize its service.

6.2 Recreation Update

Phase 1 of the Recreation project is underway with geotechnical surveys being completed ahead of the winter. The plan is to begin building in spring. Phase 1 includes new change rooms and renovations to the atrium and kitchen in the South Huron Recreation Centre. Stephen arena will also receive a new cement floor; investigation of the pipes and potential upgrades will be underway in the spring.

6.3 Debt Management Policy

Council recently passed a debt management to set a standard for council to achieve a 10% Annual Repayment Limit by 2030. The Annual Repayment Limit is a percentage of the total amount that the municipality raises from taxes and user fees. According to the province, anything over 10% is considered high risk and puts pressure on the Municipality and its residents in order to pay and to adjust to unforeseen capital and operational expenses.

- Long term debt is defined as financing assets for a period of greater than five years;
- That South Huron will not use long term debt to finance rolling stock (excluding fire trucks) and/or equipment;
- That the Municipality's maximum debt servicing limit will be 12.5% with the intention of reducing the maximum debt servicing limit to 10% by the year 2030;
- That long term debt will not be incurred for an amount less than \$1,000,000.00;
- That the term of debt will not exceed the lesser of (i) the expected useful life of the capital investment and (ii) 30 years;
- That retired debt servicing costs will be allocated to Infrastructure Capital plan for the original funded source. This amount will not reduce the total base capital expenditure for that fiscal year.; and

MOVED BY: Tira Wootton & SECONDED BY: Janice Brock

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

MOTION: CARRIED

7. Financial Report

7.1 Treasurer's Report - October 2021

In October the BIA deposit funds from office space rental from AGMH and SHCC portion of the rent based on the MOU

I expect that the rent, BIA Manager Salary, Hay Communications bill, Advertising costs to be paid to My FM and the Cost for Calendars to Track 21

7.2 Treasurer's Report - November 2021

In November the BIA is expected to deposit funds from the Farmers Market Vendor Payments as well as office space rental from AGMH and SHCC portion of the rent based on the MOU. Calendar Sales will also be deposited

I expect that the rent, BIA Manager Salary, Hay Communications bill, Hydro One as well as Enbridge will be paid. A cheque will be paid to Laura for the candy purchases that were made.

MOVED BY: Janice Brock & SECONDED BY: Aaron Neeb

"THAT the Financial report be adopted as presented."

MOTION: CARRIED

8. Promotions

8.1 Exeter Downtown Farmers Market

- The October Farmers Market went over well and safety precautions were able to be adhered to thanks to monitoring by BIA with the support of Chamber
- There were 17 vendors for the final farmers market
- The determination whether we will continue the Farmers Market in 2022 will be made at the determination of the Board of the Exeter BIA at the AGM

8.2 Bridge Banner

- The Promotions chair and the BIA Manager selected Mikes Signs to create the banner for the bridge announcing open late in December on Wed and Thurs. Additionally Mikes Signs has stored the banners for the BIA for Sidewalk sales and Santa Parade. With that in mind the Santa banner is being modified to be for November 20th this year.

8.3 Calendar with Coupon Insert

- The calendar has been distributed to a number of businesses and is additionally being sold at the Welcome Centre. Currently there have been 72 sales confirmed with the cash or cheques being collected by the BIA. Further pushes for sales will be completed via social media etc.

8.4 Wishbook

- The Wishbook pictures have been submitted along with a 10 word description of the item and the price for the items. This should be released this week. We will have the ability to post additional items on our social media feeds using templates provided through Faux Pop media once they are created. The BIA Manager will reach out to the businesses when the time comes that we can add items to Experience Exeter.

8.5 Jack-o-Lantern Jamboree

- While the weather wasn't perfect there were lots of kids and families that took part.
- We created 300 candy bags using funds, candy or gift certificates provided by 9 amazing sponsors.
- The Jack-o-lantern Jamboree pumpkin carving saw 350 votes online
- There were 53 jack-o-lantern entries with a few not bringing their carvings out.
- Pumpkins were generously donated by Sarah Govers for those that were in need of a pumpkin to enter
- The library donated their time to help ensure families could cross the street.
- Integrating the jackolantern drawings by the elementary school students in Exeter was a success and many families could be found walking downtown past businesses to find their art work.

8.6 Santa Claus Parade

- The parade is being planned for November 20th.
- We were approved to move forward with the parade with Municipal Council approval of waiving the administrative fee for the event. Council additionally approved the closing of Main Street for the parade
- The theme that the Lion's Representative and the BIA Manager came to were Santas Village which provides flexibility to allow floats with candy, gifts, elves, snowmen etc.
- There will be 3 bands, and currently there are 23 other participating floats, vehicles and horses that will be in the parade as well.
- We are accepting entrants till as close to the event as possible.
- It is noted that there is a prize for the best parade float as voted on by those that wish to vote.

8.7 Advertising

- We are currently advertising the parade, lighting of the park and being open late in December in the times advance and through social media.

MOVED BY: Adrian Bakelaar & SECONDED BY: Mary Hulley
"THAT the promotions report be adopted as presented."

MOTION: CARRIED

9. Beautification

9.1 Banner Program

It has been requested that, the same as last year, the banners come down at the same time as the holiday lights go up in order to ensure we are able to extend the wear of the banners. As of this meeting the banners are at least partially down.

9.2 White Squirrel Wood Carving

The white squirrel experience signage was removed from the parkette and placed by the scaffolding beside the Bank of Montreal. Track 21 generously provided new stakes to get it back in the ground.

MOVED BY: Janice Brock & SECONDED BY: Aaron Neeb

“THAT the beautification report be adopted as presented.”

MOTION: CARRIED

10. Member Events

Nothing to report

MOVED BY: NA & SECONDED BY: NA

“THAT the Members Events report be adopted as presented.”

MOTION: CARRIED

11. BIA Manager's Report

Presented by BIA Manager Laura Connolly:

11.1 SLED Project - White Squirrel Experience

The SLED Grant funding final documents will be processed this month and if all goes well the cheque will be provided in December.

11.2 Accessibility for Ontarians with Disabilities Act (AODA)

This will remain ongoing as time is available.

11.3 Welcome Centre Move

The process of changing the address with partners and organizations we work with is ongoing. The welcome centre is running smoothly with more and more individuals choosing to stop in and say hello, use the washroom or pick up tourism information.

11.4 BR&E

The BR&E continues throughout the county and is scheduled to wrap up in November

11.5 Memorandum of Understandings (MOUs)

We are waiting to hear back from the CAO regarding the MOU with the Municipality.

11.6 Local Business Accelerator Program through Community Futures Huron

A letter was sent out by email to all of the board members in regards to this program. Community Futures is looking for a resolution by Council approving of the program. The Information and the request will be sent through to the Municipality of South Huron to bring forward.

11.7 Social Media Marketing

Social media marketing continues to focus on local activities, business launches and sales/events. Social media stories across both instagram and facebook focus on business post shares.

MOVED BY: Mary Hulley & SECONDED BY: Janice Brock

Re 11.6 a motion was made "THAT the Exeter BIA Supports Community Futures Huron's My Main Street Huron Accelerator program within Exeter and in support of Exeter businesses. The BIA supports sending this through to the Municipality of South Huron for recommendation of Council support."

MOTION: CARRIED

MOVED BY: Aaron Neeb & SECONDED BY: Janice Brock

"THAT the BIA Manager report and all actions within be adopted as presented."

MOTION: CARRIED

12. Non-Director Comments

13. Upcoming Events

13.1 A Motion was made to cancel the December 13th Exeter BIA Board meeting.

MOVED BY: Adrian Bakelaar & SECONDED BY: Mary Hulley

"THAT the Exeter BIA cancel the December BIA Meeting and meet again on January 10th, 2022."

MOTION: CARRIED

Next Regular Meeting: **January 10, 2022 at 6:30pm at the South Huron Welcome Centre or via Remote access virtual meeting.

14. Adjournment

MOVED BY: Adrian Bakelaar & SECONDED BY: Tira Wootton

"THAT the BIA meeting does now adjourn at 7:26 pm

MOTION: CARRIED

Tira Wootton, Chair

Mary Hulley, Beautification Chair

Janice Brock, Secretary/Treasurer