

EXETER BUSINESS IMPROVEMENT AREA – BOARD MEETING

Monday, January 10, 2022 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 – Treasurer Janice Brock,, Beautification Chair Mary Hulley

DIRECTORS –Directors Fred Godbolt, Adrian Bakelaar, Leanne Wiseman,, Councillor Aaron Neeb, Jon Baker

ABSENT – Tira Wootton, Lauryn Marion, Dr Nicole Insley, Rupert Robinson

NON-DIRECTORS - Laura Connolly (BIA Manager), Deb Lord

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 **6:31pm**

2. Changes to the Agenda and Approval of Minutes on November 8, 2021.

3. Approval of the Agenda

MOVED BY: Janice Brock & SECONDED BY: Adrian Bakelaar
"THAT the agenda be adopted as presented."

MOTION: CARRIED

3.1. Approval of the Minutes of November 8, 2021.

MOVED BY: Aaron Neeb & SECONDED BY: Leanne Wiseman
"THAT the minutes of November 8, 2021 be adopted, as presented."

MOTION: CARRIED

4. Chair's Message

Chair absent

5. Delegation

No Delegation

6. Councillor's Report

MOVED BY: Mary Hulley & SECONDED BY: Fred Godbolt

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

MOTION: CARRIED

7. Financial Report

7.1 Treasurer's Report - November 2021

In November the BIA deposit funds from office space rental from AGMH and SHCC portion of the rent based on the MOU. Farmers Market payments as well as Calendar payments. The last months rent for the 483 Main St S location was also received.

I expect that the rent, BIA Manager Salary, Hay Communications bill, Advertising costs to be paid to My FM and the payment for CRA shortfall for 2020, Hydro one and enbridge bills and candy for Jackolantern jamboree were paid.

7.2 Treasurer's Report - December 2021

In December the BIA deposited funds from calendars, the 4th Quarter Levy, the SLED Grant, RTO4 Shareable Moments Grant top up as well as office space rental from AGMH and SHCC portion of the rent based on the MOU.

Expenses included rent, BIA Manager Salary, Hay Communications bill, Hydro One as well as Enbridge will be paid. Office Solutions payment was made as well as the bridge banner was paid for.

7.3 Treasurer's Report - January 2022

In January the BIA expects to deposit funds from calendars, as well as office space rental from AGMH and SHCC portion of the rent based on the MOU.

Expenses included rent, BIA Manager Salary, Hay Communications bill, Hydro One as well as Enbridge will be paid. The Lions Club will be paid for the parade and the annual flower fee. The South Huron Chamber will ideally deposit their portion of the last months rent from 483 Main Street S that was provided in December.

MOVED BY: Adrian Bakelaar & SECONDED BY: Leanne Wiseman

"THAT the Financial report be adopted as presented."

MOTION: CARRIED

8. Promotions

8.1 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.

8.2 Open Late on Wed and Thurs in December

- Throughout December a number of businesses remained open for all or a portion of the Wednesday and Thursdays through December to increase the ease for customers to shop. Some businesses ran into issues with being able to do this because of choosing to be open on Sundays instead as it suited their clientele better or staffing issues.

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 160 sales confirmed with the cash or cheques being collected by the BIA. Collection of the dollars will continue in January

8.4 Wishbook

- The Wishbook pictures continued to be submitted into December as submissions were possible.

8.5 Santa Claus Parade

- The parade occurred on November 20th.
- Promotions Chair, Laurn Marion launched the parade via Facebook Live
- There were over 55 floats or participants in the parade with the Santa Claus float being constructed by the Exeter Lions Club and the procession being orchestrated by the Lion Volunteers
- Santa Claus met with the kids at the parkette where the gazebo was decorated with lights and blow ups that were generously permitted to be used by Kim Robinson and the chairs were loaned by the Exeter Golf Club
- A Cadet group provided hot chocolate for the attendees.

8.6 Plans for 2022

- Exeter Farmers Markets - yes 6 dates
- Spring Ladies Night/Day - May 27
- Sidewalk Sales Days - July 14 - 16
- Fall Ladies Night/Day - Sept 29
- Passport/calendar options to be discussed
- Jackolantern Jamboree - October 28
- Santa Claus parade - expected to be November 19
- Christmas Festival TBD
- Driftscape app to do scavenger hunts, ladies nights and sidewalk sales as well as redeemable coupons

MOVED BY: Leanne Wiseman & SECONDED BY: Fred Godbolt
"THAT the promotions report be adopted as presented."

MOTION: CARRIED

9. Beautification

9.1 Banner Program

The Banners came down when the Christmas lights went up in November.

Starting in January we will be reviewing the condition of banners, sending out invoices and inviting businesses to get a banner of their own to be displayed throughout the year.

9.2 Bridge Banner

The Banner that was installed across the bridge promoting shopping late on Wednesday and Thursdays came down early due to high winds and issues with it falling away. It has been returned to Mikes Signs for review.

9.3 Flower Program

The flowers have been billed as of the end of December. Discussions began with the Municipal staff regarding the plan for 2022. The large planters that would normally be found in front of the Arena as well as a couple others that are not being used in other South Huron towns are available to be displayed in our downtown core. There are 4 available.

We would like to determine where these would be best placed in order to advise the Municipal staff that will be placing these. Options include on primary corners, in the parkette on sidewalk near the seating area near A1 Chiropractic and the new grassy area where the raised garden was in front of the municipal parking lot. NOTE: It is suspected that there will be construction occurring where Dinney's was torn down at some point.

9.4 White Squirrel Wood Carving

No updates

MOVED BY: Mary Hulley & **SECONDED BY:** Leanne Wiseman

"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 were processed and the final grant payment came through in the middle of December

11.2 Accessibility for Ontarians with Disabilities Act (AODA)

This will remain ongoing as time is available.

11.3 Welcome Centre

The Welcome Centre was the pick up location for the rapid antigen tests through the South Huron Chamber. The AGMH staff that are renting the offices within the welcome centre were in office Tuesdays, Wednesdays and Thursdays through mid November till mid December.

11.4 BR&E

The BR&E completed by the County wrapped up in November. It is expected that there will be a presentation of the data coming to the BIAs and Chambers in the coming weeks.

11.5 Memorandum of Understandings (MOUs)

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

11.6 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. On Facebook we currently have over 3750 people that like the page and Instagram has over 1300 followers

11.7 New Businesses that have opened

Throughout November and December two new businesses opened their doors

- Sunday Morning - A lifestyle store offering clothing, decor and more
- Merchant 6 - offering furniture, decor, a locally driven pantry and other lifestyle items
- Dominos Pizza opened on Boxing Day in the former location of the Ridge

11.8 Businesses making a move in Exeter

- Track 21 will open at the beginning of January in their new location between Dollarama and Ellison Travel

- Royal Lepage will move into their new location between Centre for Employment and Learning and Tasty Bites
- Canadian Surrogacy Community and Evolutions Eggs moved into NVus Location
- NVus moved into the former home of the Exeter BIA at the corner of Main St and Huron

11.9 Business Owners Retiring

- Dave and Kelly Holtzmann will be retiring at the end of January after decades of running the Foodland in Exeter. The Exeter BIA wishes them well on their future plans after a career well spent in service of the public.

11.10 Renewal of Driftscape Application

- Driftscape was used through 2021 as part of the White Squirrel Experience. It allowed visitors to go through a scavenger hunt style experience with clues leading you to each squirrel
- We additionally loaded the heritage tours that could be completed by visitors through town using pictures and audio
- We were also able to use it for the farmers market
- Additions that could be used in 2022 is a redeemable offer option where businesses could add a redeemable option for ladies night, sidewalk sale days etc. The redeemable offers could be tracked on the app, be offered one time only or for a specified timeframe.
- Our current subscription ends on Feb 9. I would like to propose that we move forward with a second year of using driftscape to promote businesses, Change up the White Squirrel experience etc.

MOVED BY: Adrian Bakelaar & SECONDED BY: Mary Hulley

"THAT the BIA sign up for a second year with the Driftscape Application."

MOTION: CARRIED

MOVED BY: Janice Brock & SECONDED BY: Aaron Neeb

"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 hold the AGM on February 14 after the regular Exeter BIA Board meeting.

MOVED BY: Adrian Bakelaar & SECONDED BY: Fred Godbolt

"THAT the Exeter BIA hold the AGM on February 14th, 2022."

MOTION: CARRIED

Next Regular Meeting: **February 14, 2022 at 6:30pm via Remote access virtual meeting.

14. Adjournment

MOVED BY: Mary Hulley & SECONDED BY: Adrian Bakelaar

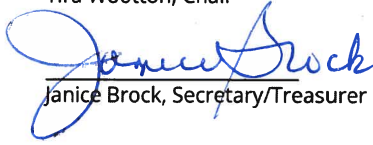
"THAT the BIA meeting does now adjourn at 7:53 pm"

MOTION:

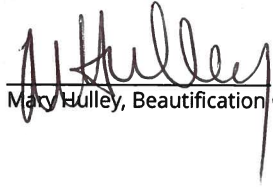
CARRIED

A black ink signature, appearing to be 'Tira Wootton', written in a cursive style.

Tira Wootton, Chair

A blue ink signature, appearing to be 'Janice Brock', written in a cursive style.

Janice Brock, Secretary/Treasurer

A black ink signature, appearing to be 'Mary Hulley', written in a cursive style.

Mary Hulley, Beautification Chair