



EXETER BUSINESS IMPROVEMENT AREA – ANNUAL GENERAL MEETING

Monday, February 14, 2022 at 7:30pm

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

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

DIRECTORS – Directors Adrian Bakelaar, Fred Godbolt, Leanne Wiseman, Dr. Nicole Insley, Jon Baker, Rupert Robinson, Councillor Aaron Neeb

ABSENT –

INCOMING DIRECTORS - Patrick Donnelly

NON-DIRECTORS – Laura Connolly (BIA Manager), Victoria Allen

RECORDING SECRETARY – Laura Connolly (BIA Manager)

MINUTES

1. Welcome and Call to Order

Laura Connolly, BIA Manager welcomed everyone present at the BIA Annual General Meeting at 7:31pm

2. Changes & Approval of the Agenda

MOVED BY: Mary Hulley & SECONDED BY: Lauryn Marion

“THAT the agenda for the Exeter BIA Annual General Meeting be approved.”

MOTION: CARRIED

3. Approval of the AGM Minutes of February 8, 2021

MOVED BY: Fred Godbolt & SECONDED BY: Mary Hulley

“THAT the minutes of Exeter BIA Annual General Meeting of February 8, 2021 be adopted.”

MOTION: CARRIED

4. Chair's Message

Welcome to the 2022 BIA AGM. As I have had at past AGM's I had a big long speech written out giving the ins and out of the happens of the year, but with Covid I feel we are all pretty aware of the current and past year situations and at the end of the day we have all gone through it and really weathered the storm together. I do however need to express how very proud I am to see that Exeter has stayed strong and so supportive of their businesses, only creating growth and very little closures. As a BIA, we may not of been able to proceed with our regular scheduled programming, but in the last 2 years we have adapted, advanced, grown, and we have established new promotions and events. We have worked very hard with creating an amazing relationship with the Municipality which in turn has allowed us to do what we do at a higher level. Every member of the board played a key role, whether

it be the chairs of the committees, board members and of course those people that I bounced ideas off of or that educated me with the ins and outs, each of you are so very important to the success of the Exeter BIA and I thank you for that! With this year we losing a few of our amazing board members, Fred who has probably been on the board since birth and our amazing always smiling, Leanne Wiseman. Fred, I can't thank you enough for all your help during my transition into Chair, you have always been there for when I have my crazy questions, needed guidance or just someone to vent to, thank you for that! We will miss you both and I hopefully am speaking for everyone when I wish you both well!! Now, saying all that, I am going to toss it over to Laura another very important person, to get this AGM on the go!

5. Review of 2021 / Upcoming in 2022

2021 in Review

- **White Squirrel Experience:** In 2021 we created the White Squirrel Experience that utilized a digital application to move visitors and residents around our town to find white squirrel installations. This included the construction and placement of a large carved white squirrel in the downtown parkette. This project was funded by the Huron County SLED Grant that we had applied for in 2020. Hundreds of people came to Exeter to go on this fun social distanced scavenger hunt. Some of the takeaways from this process was that individuals take the squirrels that are lighter than an anvil making babysitting a part of the project in order to replace the squirrels that were missing throughout the year.
- **Keeping the Website up-to-date** We continued to work to keep the website up-to-date and meeting the AODA requirements as closely as possible. Ensuring accuracy within the website while we changed locations, changed events and board members remained an important part of the website maintenance. As the Pandemic ramped up and the lock down happened again in early 2021 we re-created the page on our site dedicated to letting people know how they can access the different businesses within Exeter.
- **Exeter Farmers Market**
Advertised through sign at Scenic Gardens that we took over from the Cultural Collective in 2021. One Farmers Market was held per month in Downtown Exeter between May - October in Parkette and on John Street allowing us to keep the number of visitors in each area lower. Vendors ranged from food trucks to Macrame and Beer suppliers. Dog treats, pizza and crocheted items and beyond were present at the markets monthly.
- **Communication with BIA Members** The BIA Manager continued to keep members updated on activities, events, COVID related government announcements, webinars and grant availability through e-blasts and social media group posts.
- **New Businesses to Town** In 2021 Exeter had an increase in the number of businesses to join us including: Evo Networks, Uptown Sweets, The White Squirrel Bakery, Merchant 6, Kelly Elson Psychic and Sunday Morning.
- **Exeter Businesses on the Move** In 2021 the Exeter BIA and the South Huron Welcome Centre moved from the corner of Main Street and Huron Street to the Plaza across from the Lawn Bowling grounds. Additionally NVus moved their location as did Phaze Beauty Lounge as they expanded their services. The Doves Nest moved further downtown to a larger location to serve shoppers better and Little Masson and Reid moved their Law office from north of the bridge to the Scotiabank building as well. Further moves began that were due to complete in 2022 including Innovative flooring and Track21 as well as Track21 and Luvu Naturally.
- **Events occurred in 2021** While the Gala and Ladies Nights were unable to happen in 2021, the BIA was able to hold the Inside and Out Sale in the summer that had replaced the Sidewalk Sales that suited the pre-COVID times. Open late on Wednesday and Thursday through December happened for a number of businesses throughout the BIA at the north end and through the downtown.
- **Celebrated the Graduates** Unusual times call for a little extra. The Exeter BIA Members plastered signs on their businesses and on street poles providing the opportunity for the grads to extend the their diploma pick up to include the chance to let us celebrate them.

- **Breakfast with the Mayor went virtual** over zoom and by invite only but was able to happen thankfully with a member of Municipal staff and the Mayor at Townhall and the South Huron Chamber President at his location and the BIA Manager at the Welcome Centre
- **Exeter + South Huron Guide was created.** The guide was again a collaboration between the Times Advance and the BIA. Shops, businesses and experiences were focused on as it was expected that many people would be choosing to stay local and having staycations vs the traditional trips away. The white squirrel photo contest was run again to allow a local photographer to get their photo on the front of the guide and potentially in our calendar. The guide changed the way that businesses were listed. We moved from an alphabetical model to a categoric set up.
- **White Squirrel Calendar with local Coupons.** The pictures gathered for the guide in the Spring were repurposed for a 2022 Calendar that was sold for the same price as the Coupon book of previous years was sold. 26 businesses were able to be included in the coupons that were inserted in the calendar. Over 300 calendars were sold.
- **Jack-o-Lantern Jamboree happened for the second time.** While the night was rainy and damp we had more carved pumpkins and lots of costumed families that picked up bags of candies and treat. This year a jackolantern drawing opportunity was offered to the elementary school children of Exeter through Precious Blood and Exeter Elementary. Hundreds of pictures were hung in windows throughout the downtown and the northern business section as well. Families were able to move through town and find their picture and see pictures that their friends drew. The pumpkin pictures were digitally drawn by the Exeter BIA Manager.
- **Lions Lighting of the Park went on Facebook Live.** This event happened for the second year with the BIA sharing it live on the Experience Exeter facebook page. It was well attended and the work of the Lions club was incredible. We promoted and shared the event in the hopes of increasing it's success.
- **Santa Claus Parade returned.** With more floats and more people the parade returned in 2021. More than 60 floats and bands and individuals made their way through downtown Exeter thanks to the partnership of the Exeter BIA and the Lions Club. The cadet support group provided free hot chocolates to those the came to see the parade and the South Huron Chamber assisted the BIA with setting up the Downtown Parkette Gazebo as a place to visit santa in a safe out door way with 2 leather chairs a ton of lights and candy bags for the kids.
- **It happens in South Huron.** The BIA Manager wrote a small column weekly from Spring till late fall providing true stories of the people that live in South Huron. This was an initiative to create town pride and a positive dialogue.
- **Collaborations.** Success for many of the initiatives came thanks to incredible collaborations. The Huron County Wishbook, You Gotta Stop Here, We Love What's Local and the Soups on Event were all initiatives that happened due to collaborations between agencies like the Huron Chamber, Grand Bend Chamber and the United Way.
- **Beautification - Banners and Flowers.** In 2021 the flower program moved ahead without incident. The Banners were rehung after the first year of taking them down to extend the life of the banners. We once again appreciate the support of the Municipal staff in removing and reinstalling the banners when the winter lighting was taken down.

Upcoming in 2021

- **Driftscape App Usage expansion.** The driftscape app that was used through 2021 as part of the White Squirrel Experience has been purchased again for 2022 with the addition of a redeemable offer add on. This will start to be built in early April and promoted to businesses prior.
- **Social media support for businesses.** In 2022 the BIA will continue to promote shopping local on instagram, facebook and continue to bring Tiktok into this. We will also continue to promote business postings individually through stories on both major platforms
- **Exeter + South Huron Guide.** The guide will be returning this year with a physical and digital copy with a primary focus on Experiencing what is local. The White Squirrel photo contest has changed to photos that capture South Huron that can include the white squirrel or anything else that the photographer feels represents Exeter and South Huron .
- **Exeter Farmers Market.** The BIA has decided to continue with the Farmers Market in 2022. The aim is to begin the markets in May and run them through till October and keep them in the downtown parkette and John Street with the option of expanding to or moving to the Townhall Parking lot if it is deemed a better location.

- **Sidewalk Sales will happen.** Whether modified or returning to the way they previously were run there will be sale days as we head into summer. This will be determined with the Promotions Chair as we draw closer. We will continue to work with the Municipality with barricades to ensure the safety of consumers.
- **Ladies Night Spring and Fall will be happening.** In May and September of 2022 our Ladies Night will return.
- **Jack-o-Lantern Jamboree will continue in 2022.** We will be running this event for a third year and hope for continued success.
- **South Huron Awards Gala is moving forward.** At the time of the AGM planning for the Gala has begun with plans to hold it on October 27th. The Recreation Centre has been booked and monthly meetings have begun.
- **Santa Claus Parade.** The BIA will prepare to have the parade as in past years working with the Lions Club. If changes are required we commit to working to make a festive event happen.
- **Banners.** The Banner Program grew for 2022 with 6 new businesses getting on board and others replacing banners that were damaged while the banners were reviewed through the winter.
- Other events as required will be added to ensure we continue to keep attention on our shops and businesses in our town. The expansion of businesses and residential on the north end of town will require attention and promotion and the BIA commits to continuing to growing it's support for all businesses

6. Delegations Nil

7. Business To Be Carried Out:

7.1 Approval of BIA Board of Management

Ms. Wootton stated that the nominations for the 2021 Exeter BIA Board of Management were as follows:

Tira Wootton	-	Chair
Jon Baker	-	Vice-Chair
Janice Brock	-	Secretary / Treasurer
Mary Hulley	-	Director and Beautification Committee Chair
Lauryn Marion	-	Director and Promotion Committee Chair
Patrick Donnelly	-	Director
Adrian Bakelaar	-	Director
Rupert Robinson	-	Director
Nicole Insley	-	Director
Aaron Neeb	-	Council Representative with alternate Barb Willard (Exeter Ward Councillor)

MOVED BY: Tira Wootton & SECONDED BY: Adrian Bakelaar
"THAT the 2021 Exeter BIA Board of Management be adopted, as presented."

MOTION: CARRIED

7.2 Approval of 2022 BIA Budget

MOVED BY: Mary Hulley & SECONDED BY: Aaron Neeb
"THAT the 2021 Exeter BIA Budget be adopted as attached to these minutes."

MOTION: CARRIED

7.3 New Business for 2022

N/A

8. Confirming Actions

MOVED BY: Fred Godbolt & SECONDED BY: Lauryn Marion

"THAT the Exeter BIA ratify and confirm all resolutions, contracts, acts and proceedings of the Board of Management of the Exeter BIA enacted, made, done or taken since the last Annual General Meeting of March 9, 2020; and,

THAT the Exeter BIA consider and if thought fit, to confirm with or without such variation and amendments as may be made at the meeting, any amendment to By-Laws, to be passed by the Directors and membership."

MOTION: CARRIED

9. Adjournment

MOVED BY: Lauryn Marion & SECONDED BY: Adrian Bakelaar

"To adjourn meeting at 8.25pm."

MOTION: CARRIED

No Social Time occurred after the meeting due to the meeting being held via zoom

Tira Wootton, Chair

Jon Baker, Vice Chair

Janice Brock, Secretary / Treasurer

Mary Hulley, Beautification Chair