

**EXETER BUSINESS IMPROVEMENT AREA – BOARD MEETING**

**Monday, March 14, 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 – Chair Tira Wootton, Treasurer Janice Brock,, Beautification Chair Mary Hulley, Promotions Chair Lauryn Marion

DIRECTORS –Directors Councillor Aaron Neeb, Jon Baker, Dr Nicole Insley, Patrick Donnelly

ABSENT – Adrian Bakelaar, 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 February 14, 2022.

3. Approval of the Agenda

**MOVED BY: Mary Hulley & SECONDED BY: Aaron Neeb**  
**"THAT the agenda be adopted as presented."**

**MOTION: CARRIED**

3.1. Approval of the Minutes of February 14, 2022.

**MOVED BY: Aaron Neeb & SECONDED BY: Janice Brock**  
**"THAT the minutes of January 10, 2022 be adopted, as presented."**

**MOTION: CARRIED**

4. Chair's Message

Welcome all.

5. Delegation

No Delegation

## 6. Councillor's Report

### 6.1 Recreation Centre and Stephen Arena

The design package as presented by Invizij Architects be approved by Council. The design includes universal washrooms, changerooms addition on the west side of the building, opening up the warming area and renovations to the atrium of the building. Since approval, the next steps will be Request for Proposals.

Council received funding for the Stephen Arena in the amount of \$500,000 for the refrigeration plant.

**MOVED BY: Mary Hulley & SECONDED BY:Tira Wootton**

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

**MOTION: CARRIED**

## 7. Financial Report

### 7.1 Treasurer's Report - February 2022

In February the BIA deposited funds from calendars and banner renewals as well as office space rental from AGMH

Expenses included rent, BIA Manager Salary and expenses for retiring members of BIA,, Hay Communications bill, Hydro One as well as Enbridge will be paid.

### 7.2 Treasurer's Report - March 2022

In March the BIA will deposit funds from banner renewals as well as office space rental from AGMH. The 1st quarter MOSH levy as well as the rent subsidy is additionally expected as well as the SHCC portion of phone and internet for 2021.

Expenses included rent, BIA Manager Salary, Hay Communications bill, Hydro One as well as Enbridge. Additionally the cost for office supplies and to create banners will be paid to Track21 and Nicle Marie Creative. A PIER payment will be made as well as costs incurred for buying parting gifts for board members will be paid.

**MOVED BY: Patrick Donnelly & SECONDED BY:Janice Brock**

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

**MOTION: CARRIED**

## 8. Promotions

### 8.1 Bridge Banner

- Mike's Signs has been contacted to determine which events have bridge banners that promote them.

### 8.2 Calendar with Coupon Insert

- Calendar funds continue to be collected with approximately 315 calendars worth of funds collected. Stores that have been selling the calendars have been left with calendars to sell through the year.

### 8.3 Exeter Farmers Market

- The vendor application has been made and sent to former vendors and promotion regarding joining us for the season has begun. We have begun receiving applications
- A request has been sent through to the Municipality through a letter to Council to be able to use the parking lot to the north of townhall for the market. We have not received a conclusive answer. Once we have the information we will submit for our license in the location that is available to us.

### 8.4 Breakfast with the Mayor

- Breakfast will be happening on May 3 at the Barn Pub and Restaurant, a Chamber member.
- Promotion began with a save the date and sponsorship requests have begun

#### **8.5 Storefront Photo Shoot**

- A storefront photo shoot has been planned by the BIA with support from Susan Riddell as a photographer. This will happen March 15 and 16th.

**MOVED BY: Janice Brock & SECONDED BY: Aaron Neeb**  
**"THAT the promotions report be adopted as presented."**

**MOTION: CARRIED**

#### **9. Beautification**

##### **9.1 Banner Program**

Banners were sorted and mapping was prepared for Municipality with a rehang expectation of mid March.

##### **9.2 Bridge Banners**

The Municipality is looking to have a timeline of when Banners will be hung across the bridge throughout the year. As this is the first year we are moving forward with events that have happened in the past the BIA manager will need to dig into when the banners are traditionally hung and what banners exist. Mike's Signs has been contacted to find out what he is storing for us.

##### **9.3 Flower Program**

No action on the flower program at this time. Information will become available as the seasons change.

**MOVED BY: Mary Hulley & SECONDED BY: Patrick Donnelly**  
**"THAT the beautification report be adopted as presented."**

**MOTION: CARRIED**

#### **10. Member Events**

##### **South Huron Awards Gala**

- No reportable action at this time further to the February Minutes

##### **Breakfast with the Mayor**

- The Breakfast with the Mayor has been booked for May 3 with details being worked out. Currently both the local newspaper and local radio station

**MOVED BY: Janice Brock & SECONDED BY: Tira Wootton**  
**"THAT the Members Events report be adopted as presented."**

**MOTION: CARRIED**

#### **11. BIA Manager's Report**

Presented by BIA Manager Laura Connolly:

##### **11.1 Accessibility for Ontarians with Disabilities Act (AODA)**

This will remain ongoing as time is available.

##### **11.2 Welcome Centre**

A limited number of people have been accessing the Welcome Centre through the shoulder season. The AGMH team continue to utilize the office spaces on Thursday.

### 11.3 Memorandum of Understandings (MOUs)

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

### 11.4 Social Media Marketing

- We ran a campaign spotlighting our board members in February leading up to our AGM last month which was successful.
- We continue to promote local businesses through our stories on Instagram and Facebook and post about new businesses and local shopping, events etc.

### 11.5 Audit, HST and T4

- The Audit paperwork was completed through Feb and early March
- T4 was prepared prior to the deadline
- HST was filed online prior to the deadline

### 11.6 Joint Account with SHCC

- Currently a former member of the South Huron Chamber is listed on the account. In order to remove this individual we need to have the signing parties advise the bank to remove the individual.
- Alternately the account could be closed. I leave this decision with the board.

### 11.7 BIA Budget that was submitted in February was approved

- The Budget was approved by Council for 2022

**MOVED BY: Mary Hulley &      SECONDED BY: Janice Brock**

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

**MOTION:                      CARRIED**

### 12. Non-Director Comments

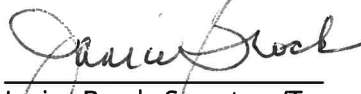
### 13. Adjournment


**MOVED BY: Tira Wootton &      SECONDED BY: Patrick Donnelly**

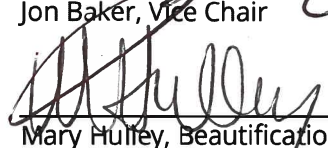
**"THAT the BIA meeting does now adjourn at 7:05 pm**

**MOTION:                      CARRIED**

  
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Tira Wootton, Chair

  
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Janice Brock, Secretary/Treasurer

  
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Jon Baker, Vice Chair

  
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Mary Hulley, Beautification Chair