

EXETER BUSINESS IMPROVEMENT AREA – BOARD MEETING

Monday, April 11, 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, Rupert Robinson

ABSENT – Adrian Bakelaar, Dr. Nicole Insley, Patrick Donnelly

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 **6:38pm**

2. Changes to the Agenda and Approval of Minutes on March 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 March 14, 2022.

MOVED BY: Tira Wootton & SECONDED BY: Aaron Neeb
"THAT the minutes of March 14, 2022 be adopted, as presented."

MOTION: CARRIED

4. Chair's Message

Welcome to April.

5. Delegation

No Delegation

6. Councillor's Report

To Be Provided by Councillor Neeb

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 - March 2022

In March the BIA deposited funds from banner renewals as well as office space rental from AGMH. The 1st quarter MOSH levy as well as the rent subsidy as well as the SHCC portion of phone and internet for 2021 and monthly heat and hydro costs. Additionally we received our HST refund 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 Nicole Marie Creative. A PIER payment will be made as well as costs incurred for buying parting gifts for board members will be paid.

7.2 Treasurer's Report - April 2022

In April the BIA will deposit funds from office space rental from AGMH and the SHCC portion for the heat and hydro.

Expenses included rent, BIA Manager Salary, Hay Communications bill, Hydro One as well as Enbridge. CRA Quarterly remittance and Driftscape subscription will be paid as well. Radio advertising was purchased through their coupon book sale where we will receive thirty ads to promote an upcoming event.

7.2 South Huron Welcome Centre Signage - Seeking Board Financial Approval

The Board was asked to approve drawing from the Exeter BIA reserve or receive a loan from landlord Jon Baker for the cost of creating signage.

MOVED BY: Tira Wootton & SECONDED BY: Aaron Neeb

"THAT the Exeter BIA use reserve funds not exceeding \$5,500.00 to pay for signage for the South Huron Welcome Centre."

MOTION: CARRIED

MOVED BY: Aaron Neeb & SECONDED BY: Rupert Robinson

"THAT the Financial report be adopted as presented."

MOTION: CARRIED

8. Promotions

8.1 Bridge Banner

- Updates will be made to the Sidewalk Sales Bridge Banner at a cost of \$60 by Mikes Signs. This will change the dates to reflect the dates of the sale this year.

8.2 Exeter Farmers Market

- Vendors continue to come in slowly.
- The Municipality of South Huron agreed to allow the Market to move to the parking lot at Town hall. This would allow us to provide easy access to the Welcome Centre washrooms and keep all vendors together.

8.3 Breakfast with the Mayor

- Breakfast will be happening on May 3 at the Barn Pub and Restaurant, a Chamber member.
- there are four event sponsors
- there is one signage sponsor
- there are two media sponsors
- Ticket sales have begun and are at __ currently with ticket sales closing on April 18th.

8.4 Storefront Photo Shoot

- A storefront photo shoot went well. Pictures can be found on Experience Exeter facebook page. While we weren't able to capture all of the businesses we did get around to quite a few and some that weren't in business when we did our first photo shoot in 2020.

8.5 Driftscape Redeemable Offers

- The BIA Manager is going through the process of learning how to create the redeemable offers before putting it out to the full membership as an opportunity to provide offers to their customers with a trial as part of Ladies Night.

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

MOTION: CARRIED

9. Beautification

9.1 Banner Program

The Banners were rehung in Mid March.

9.2 Bridge Banners

The Sidewalk Sale Banner dates will be updated through Mikes Signs this year and rehung on the bridge.

9.3 Flower Program

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

9.4 Picnic Tables, Park Benches and Garbages

The BIA Manager and the Community Services Manager at the Municipality of South Huron will be discussing the park benches, picnic tables and garbages similar to last year to provide the most advantageous locations for visitors to find garbages, have a seat or enjoy take out in Exeter.

MOVED BY: Tira Wootton & SECONDED BY: Mary Hulley

"THAT the beautification report be adopted as presented."

MOTION: CARRIED

10. Member Events

South Huron Awards Gala

- No reportable action at this time. Quotes are being collected by Committee Leads. Next meeting of the Gala Committee is on April 14.

Breakfast with the Mayor

- The Breakfast with the Mayor has been booked for May 3.
- As of today 51 tickets have been sold with more seats expected to be filled prior to the event.
- two media sponsors are supporting the event
- one sign sponsor
- 4 event sponsors

MOVED BY: Janice Brock & SECONDED BY: Mary Hulley

"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 Thursdays. It appears that individuals are becoming more aware of the access to washrooms within the centre as there have been groups of ladies utilizing them.

11.3 Memorandum of Understandings (MOUs)

- The BIA Manager and the CAO are meeting the week of April 11th in regards to finalizing the MOU with the Municipality.

11.4 Social Media Marketing

- The BIA continues to utilize Instagram and Facebook for social media with the option to use Tiktok.
- Research is being done into Snapchat marketing slowly and how it can be shared forward.

11.5 Ladies Night (Spring Event)

- Ladies Night will be occurring on May 27th from 2pm - 8pm based on discussions between Promotions Chair Lauryn and BIA Manager.
- Details will be sent to BIA members via email soon

11.6 Experience Exeter + South Huron Guide

- The Guide is in process with the partnership between the BIA and Postmedia
- Guide will ideally be released at end of May

11.7 My Main Street Community Activator Grant - APPROVED

- The BIA applied for a My Main Street grant with a letter of support from the Exeter Branch of the Huron County Library as well as their incredible ideas.
- Our application Project is called: :Light up the Home of the White Squirrel
- This project will bring 8 - 10 neon White Squirrel themed signs that will be displayed in windows of businesses/shops and will allow us to also purchase string lights for other store business fronts to brighten up our downtown during the holiday shopping season when it is quite dark in the core even while we stay open late.
- While this project may be most beneficial through the winter we do hope to also have the squirrel neons displayed throughout the year.
- This project will start in May with design collaboration on the designs of the neons.

11.8 South Huron Community Garden

- The BIA proudly supports the South Huron Community Garden. This Garden is being funded by a grant that was applied for last year and is meeting completion later in April and May with a launch at the Library on April 23rd called Seedy Saturday and the Gardens opening behind The Pentecostal Tabernacle in May.
- The location may change to Municipal properties in the future but there were concerns with the construction at the Arena and the return of the Rodeo this year.

MOVED BY: Aaron Neeb & SECONDED BY: Mary Hulley

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

MOTION: CARRIED

12. Non-Director Comments

13. Adjournment

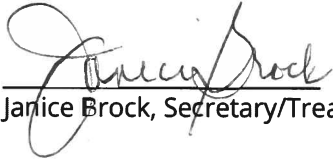
MOVED BY: Tira Wootton & **SECONDED BY:** Mary Hulley

"THAT the BIA meeting does now adjourn at 7:25 pm

MOTION: **CARRIED**



Tira Wootton, Chair



Janice Brock, Secretary/Treasurer

Jon Baker, Vice Chair



Mary Hulley, Beautification Chair