

**Exeter Business Improvement Area
Minutes for the Exeter Business Improvement Area Meeting**

**Thursday, November 28, 2024, 9:00 a.m.
South Huron Welcome Centre
303 Main Street S
Exeter ON**

Members Present: Stephanie Vandebussche, Chair
Janice Brock, Secretary/Treasurer
Lauryn Marion, Promotions Chair
Jayme Lamoureux, Director
Wendy McLeod-Haggitt, Council Representative

Member Regrets: Benita Ruby, Director

Members Absent: Rupert Robinson, Director

Staff Present: Caroline Hill, BIA Manager

1. Welcome, Call to Order and Land Acknowledgement

The Meeting was called to order at 9:10 AM

2. Approve Amendments to the Agenda as Presented

Amendment to the agenda needed to add a motion to update account authorities and bank access to include the BIA Manager for the Exeter BIA

Moved: J. Brock

Seconded: L. Marion

That the Exeter BIA Board approve the agenda as amended.

Disposition: Carried

3. Minutes

Moved: J. Brock

Seconded: S. Vandebussche

That the Exeter BIA Board adopt the minutes of November 13, 2024.

Disposition: Carried

4. Chair's Message

Acknowledgement of the good work coming out of the Exeter BIA with new manager coming on board. Looking forward to having the BIA Manager role be a branch between businesses and the municipality as well as to foster relationships and building confidence back from members.

5. Councilor's Report

North End Construction of Main Street is nearing completion. Pedestrian crossover has been slated in the 2025 Municipal budget for Main St. by the Parkette but has not passed final budget for 2025.

Moved: J. Brock

Seconded: L. Marion

That the Exeter BIA Board receives the verbal Councilor Report of November 28, 2024 for information

Disposition: Carried

6. Financial Report

Moved: J. Brock

Seconded: S. Vandebussche

That the Exeter BIA Board receives the verbal Financial Report of November 28, 2024 for information.

Disposition: Carried

6.1 Video Invoicing Update

BIA Manager provided update on invoicing for video project campaign

6.2 Updating Signing Authorities for Exeter BIA Bank Account

Discussed the need to review signing authorities and banking access for the Exeter BIA Account. BIA Board would like to add the BIA Manager to the account for reconciliation purposes and for e-transferring funds with a second authorization from assigned board members.

Moved: J. Brock

Seconded: W. McLeod-Haggitt

To add BIA Manager to Exeter BIA banking in order to gain access to Online Banking and signing authority with a second authorization by either Chair, Vice Chair, or Treasurer.

Disposition: Carried

7. Promotions Report

Discussed the need to update BIA Member Email Listing for promo's and BIA member only communications. Video shooting for video project has a total of 4 outstanding videos to be completed and sent out to participating businesses. Invoices will be sent out once final drafts have been sent. White Squirrel Christmas Wish List has a total of 8 businesses interested.

Moved: J. Lamoureux

Seconded: J. Brock

That the Exeter BIA Board receives the verbal Promotions Report of November 28, 2024 for information.

Disposition: Carried

7.1 Video Shooting & Editing Update

7.2 White Squirrel Christmas Gift Wish List Update

8. Beautification Report

Moved: J. Brock

Seconded: S. Vandenbussche

That the Exeter BIA Board receives the verbal Beautification Report of November 28, 2024 for information.

Disposition: Carried

8.1 Flowers for 2025

Reviewed flower choices and suppliers for 2025. Board approved flower choices and supplier of choice. Discussion of perennials for Parkette refresh as a possibility for 2026 season unless grant and funding was found for 2025.

Moved: L. Marion

Seconded: S. Vandenbussche

Exeter BIA Board confirms types of flowers and approved supplier for 2025

Disposition: Carried

8.2 Christmas Lights in Parkette

Christmas lights have been placed in the Parkette. The Board discussed creating an event around the lighting of the Parkette next year for Black Friday weekend and finding sponsorship to place more Christmas Lights in the Parkette for Christmas 2025.

9. Member Events

9.1 Christmas Social Replacement Event

Discussed a potential Christmas Social and determined it is not ideal for most business owners. The Board discussed a spring fling social and an opportunity to "launch" the Exeter BIA plans and create excitement for the new year with BIA Members.

10. BIA Manager's Report

Moved: L. Marion

Seconded: J. Lamoureux

That the Exeter BIA Board receives the verbal Manager Report of November 28, 2024 for information.

Disposition: Carried

10.1 Social Media Update

Experience Exeter page has had a huge growth and uptick in views and interactions. Discussion about sending out an email to BIA members to provide them a visual and stats of how well our social media page is performing over last year at this time to show members progression of the Exeter BIA with the new manager, and what success can come out of social media on their own business pages.

10.2 SLED Fund

Board reviewed and approved the drafted email campaign out to BIA members for first round of funding.

Moved: W. McLeod-Haggitt

Seconded: S. Vandenbussche

Exeter BIA Board approves SLED Fund Business Letter and to proceed with release to BIA members.

Disposition: Carried

11. Non-Director Comments

12. Adjournment

Moved: J. Lamoureux

Seconded: L. Marion

That the Exeter BIA Board adjourn at 10:03 AM to meet again on January 23, 2025 at 9:00 AM.

Disposition: Carried

Stephanie Vandebussche, Chair

Janice Brock, Secretary/Treasurer