



EXETER BUSINESS IMPROVEMENT AREA – BOARD MEETING

Monday, May 8, 2017 at 6:00pm

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

EXECUTIVE MEMBERS – Chair Fred Godbolt, Vice Chair Rose Glavin, Secretary / Treasurer Janice Brock, Promotions Chair Lauryn Marion, Beautification Chair Mary Hulley

DIRECTORS – Directors Rose Glavin, Adrian Bakelaar, James Eddington, Tira Wootton and BIA Manager Brittany Wise

ABSENT – Councillor Craig Hebert

RECORDING SECRETARY – Brittany Wise, BIA Manager

MINUTES

1. Welcome and Call to Order

Mr. Godbolt welcomed everyone to the meeting at 6:03pm.

2. Changes to the Agenda and Approval of Minutes of April 10, 2017.

2.1 Approval of the Agenda

MOVED BY: Mary Hulley & SECONDED BY: Allen Plant

"THAT the agenda be adopted as presented."

MOTION: CARRIED

2.2 Approval of the Minutes of April 10, 2017.

MOVED BY: James Eddington & SECONDED BY: Allen Plant

"THAT the minutes of April 10, 2017 be adopted, as presented."

MOTION: CARRIED

3. Chair's Message

Mr. Godbolt noted that most of the things he wants to discuss are being touched on later in the meeting. He said that we would try to keep this meeting short since we have our facilitated strategic planning session on Wednesday evening.

MOVED BY: Adrian Bakelaar & SECONDED BY: Mary Hulley

"THAT the Chair's Report be adopted, as presented."

MOTION: CARRIED

4. Delegation Nil

5. Councillor's Report Nil

6. Financial Report

6.1 Treasurer's Report – April

In April, there was no revenue. Expenses included the March BIA Manager salary; payroll deductions; rent for March; \$8,303.51 for the outstanding flower-related costs from 2016; radio advertising from the holiday campaign; hotel and travel expenses for the OBIAA Conference and a few other miscellaneous expenses.

6.2 Treasurer's Report – May

In May, the HST rebates from 2015 and 2016 will be deposited. Expenses will include the April BIA Manager salary; payroll deductions; rent for April and May; the outstanding interest on the flower-related costs from 2016; snow removal at the Welcome Centre; design for the community information signs and a few other miscellaneous expenses.

MOVED BY: Adrian Bakelaar & SECONDED BY: Lauryn Marlon

"THAT the financial report be adopted as presented."

MOTION: CARRIED

7. Promotions

7.1 BIA Website

Campus Creative responded positively to the letter and revised scope sent by the BIA in April. Here is a summary of their correspondence:

- They agree to have 50% of the balance to be paid now, and the remaining 50% of the balance to be paid no later than March 31, 2018. Currently, the outstanding balance is \$6,028.59 [HST inclusive]: \$3,014.30 due now, then \$3,014.29 due no later than March 31, 2018.
- They agree to the "BIA Website – Scope of Project" sent in April, with one alteration, in that they will transfer the domain name to the Exeter BIA upon payment of the final balance, if the BIA decides to host elsewhere.
- After receiving the 50% deposit on the remaining balance is paid, a team from Campus Creative (the Executive Director, a web developer and a graphic designer) will meet with a team in Exeter to go over the website in detail to make sure that we are all on the same page for exactly how each item on the scope of work document is to be accomplished.
- Additionally, they will contribute (at their cost) some professional photos and video clips of Exeter and surrounding for the website, so that we can really showcase the experience of Exeter.
- They also expressed that they are still interested in featuring Exeter businesses in our "It's Your Business Video Series" that was originally pitched as an opportunity. There is no cost involved for the business, as they are micro-documentary editorial pieces. There is however a screening and audition process to establish a fit with the series. We had businesses express interest about a year ago, so we can pitch those names again.

MOVED BY: Allen Plant & SECONDED BY: Adrian Bakelaar

"THAT the BIA proceed with website discussions and pay 50% of the balance of the amount owing to Campus Creative immediately, with the difference not outlined in the budget coming from the BIA's HST rebate."

MOTION: CARRIED

7.2 Promotional Videos

The Promotions Committee has done more research into doing promotional videos of Exeter – they spoke to Powerline Films (who did similar videos for Bayfield and Stratford) who said they could do the following for \$3,000 + tax:

- 1 day of filming (we can only interview 3-4 people max + collect b-roll footage)
- 1 x 45 sec video (will feature 3-5 sentences of speech)
- 2-3 x 15-30 second videos (will only feature 1-2 sentences of speech)
- Timeline: The first video would be complete within a month after shooting; the other videos would be complete within 3 months or so – depending on our timeline for release.

They suggested that we strategically release videos over time – up to a year and put a minimum of \$250 into boosting videos on social media to increase reach and engagement.

The company suggested that content be more focused on the community versus direct business promotion, because we will have a better chance of engagement (likes, shares, etc.) with the videos. Business promotion is best suited for the visual storytelling.

Since the videos are going to be more community promotion than strictly BIA member promotion, the Board strongly felt that the South Huron Economic Development Committee should be partnering with us on this initiative. The video could be inclusive of all of South Huron – for example, start with Port Blake then fly into Exeter. The videos could be used by the BIA, the Municipality, the Chamber of Commerce, and local realtors for workforce, business and resident attraction.

The Board agreed that the BIA will proceed regardless of the EDC's support, but the video would be more BIA focused versus the broader community.

MOVED BY: James Eddington & SECONDED BY: Rose Glavin

"THAT the BIA approach the South Huron Economic Development Committee to partner on the promotional videos to showcase the selling features of the community of South Huron as a means of investment and new resident attraction."

MOTION: CARRIED

MOVED BY: Mary Hulley & SECONDED BY: Allen Plant

"THAT \$3,250.00 from the co-op radio advertising campaign (a total of \$3,500) budget line be re-allocated to promotional videos."

MOTION: CARRIED

7.3 BIA Neighbourhood Gift Card

Board members reviewed information provided. There were still many questions on how this program would work and what happened to the money if gift cards were not redeemed. They had concerns about the cards being only available electronically and how this card would work when businesses would be promoting their own gift cards and loyalty programs. There were concerns regarding how the BIA could afford this beyond the first \$50,000.00 in sale.

MOVED BY: James Eddington & SECONDED BY: Mary Hulley

"THAT the Exeter BIA does not proceed with the BIA Neighbourhood Gift Card in 2017."

MOTION: CARRIED

7.4 Finding Exeter: Putting our Community on the Digital Map

Though the Economic Development Advisory Committee liked the idea of getting Exeter online and having municipal assets listed, they were told that the Municipality does not have staff time to allocate to this initiative. At the March meeting, no resolution was made, which means that as of right now, no action is being taken to enhance Municipal listings.

The Board suggested that we incorporate this into the presentation to the EDC about the promotional videos and ask that if we were to create the listings for them, would they be willing to manage them? Or could they pay us to manage them? It is crucial that the municipal assets be listed; we just have to work creatively and collaboratively to make it happen.

7.5 Ladies Night Out

Planning for Ladies Night Out is underway. We have 24 participating businesses, including two new participants – Gregarious Cravings and L Hair Studio. Promotion is set to begin this week.

7.6 Other Initiatives

The South Huron Map & Guide is ready to hit shelves. We're going to work with the TA to have the newly hired JCP distribute the brochures to key places in town and the surrounding area.

The final design for the Community Information Signs is being completed. We're hoping to have them installed by the end of May.

MOVED BY: James Eddington & SECONDED BY: Allen Plant

"THAT the promotions report be adopted as presented."

MOTION: CARRIED

8. Beautification

8.1 Bridge Flowers

The self-watering barrels have been ordered – they are set to arrive mid-to-late May. The brackets are being manufactured by Hamilton's and are also set to be completed by mid-May.

Flowers are to be delivered at the end of May, early June. The BIA received some requests regarding the flowers this year – an email was sent to encourage members to use red & white flowers this year for Canada's 150th.

8.2 Banner Program

The banner program is still a work in progress. Ms. Wise told the board that she has simply not had the time to dedicate to this initiative with all the other things going on. It is on her list, but she cannot guarantee when she will get to this item.

MOVED BY: Rose Glavin & SECONDED BY: Janice Brock

"THAT the beautification report be adopted as presented."

MOTION: CARRIED

9. Member Events Nil

9.1 Breakfast with the Mayor

Mr. Godbolt noted that the event was held on Tuesday, May 2 at the Exeter Legion. Attendance was down, but the room still looked full. Speakers included sponsors Libro Credit Union and Fanshawe College, plus the Mayor and her guest, Andrew Kemp, Director of Economic Development for the County of Huron who gave a brief update of the County's economic development activities.

Overall, survey suggested the event went well. The Mayor has suggested that we consider not hosting in 2018, as it is an election year, so it's something we'll have to keep in mind when planning for 2018.

9.2 South Huron Excellence Awards Gala

Nothing new to report at this time.

MOVED BY: Mary Hulley & SECONDED BY: Rose Glavin

"THAT the member event report be adopted as presented."

MOTION: CARRIED

10. Economic Development Nil

Mr. Plant said there has not been an EDC meeting held since the last BIA meeting. The next meeting is on May 25.

Mr. Eddington stated that through Regional Tourism Organization 4, the BIA was going to be recognized in a case study for the work we're doing to enhance Exeter's digital footprint through Google, etc. The case study will be presented to the Minister of Rural Affairs and the Ontario government's Rural Caucus and also to federal representatives. Eddington expressed that this should be used in the presentation to the EDC to express how important the online initiatives are.

MOVED BY: Adrian Bakelaar & SECONDED BY: Mary Hulley

"THAT the member event report be adopted as presented."

MOTION: CARRIED

11. Digital Sign Report

Mr. Godbolt noted that the sign is still up in the air. He suggested that we wait to send out the survey regarding the digital sign specifically until we are further along in the strategic planning process.

Ms. Wise noted that another sign update was required to change some of the ads that were updated at the beginning of March, but will hopefully not have to do one again until the end of June.

MOVED BY: James Eddington & SECONDED BY: Mary Hulley

"THAT the Digital Sign report be adopted as presented."

MOTION: CARRIED

12. BIA Manager's Report

12.1 Vacant Unit Rebate

Please see the letter to South Huron Council regarding the "Vacant Unit Rebate" issue discussed at the last BIA Board meeting. Once the letter is approved, it will be sent to Council.

MOVED BY: Mary Hulley & SECONDED BY: Allen Plant

"THAT the Vacant Unit Rebate letter approved and sent to South Huron Council for the May 15 Council meeting."

MOTION: CARRIED

12.2 JCP / Summer Student Positions

Ms. Wise stated that in partnership with the Chamber of Commerce, we have successfully received the Job Creation Partnership (JCP) funding for two focus areas: a) workforce development and b) community enhancement (marketing).

- 2 x 48 week placements - job seeker must be eligible for unemployment and EI payments are extended for the time period
- \$3,100 in office equipment including computers, etc.
- \$1,300 in office supplies and printing
- \$990 in transportation support
- \$3,500 in support of office rent and utilities

Joan Brady (Chamber) and Ms. Wise will be working quickly to fill these positions. The BIA will primarily be responsible for the marketing position - which will help to support our Google presence, etc.

We have not heard back about the summer student position yet. We are in the process of following up to check the status of our application.

12.3 South Huron Women in Business Network

Ms. Wise attended the first South Huron Women in Business Network event at Eddington's of Exeter on April 11. The event was sold-out with 40 ladies in attendance, from various businesses in Exeter and South Huron. It proved to be a value event for Chamber and BIA members too. The next event is on June 6 at The Barn.

12.4 Farmers' Market Update

As has been mentioned previously, the Exeter Farmers' Market has been struggling to attract vendors and visitors in its current time and location. The Farmers' Market Board understands the need to drastically change the market or it will become non-existent.

The Cultural Collective, a local arts-based volunteer group, has had success with running the HuronSound Arts and Music Festival in MacNaughton Park and expressed interest in hosting a weekly market-style event featuring farmers' market vendors, local artisans, with live music and outdoor movie night elements to provide more value to consumers.

The Exeter Farmers' Market is on-board with this concept and at their recent AGM, the Board agreed to disband its current structure and become a subcommittee of the Cultural Collective to help execute this vision together.

The Cultural Collective recently received approval at Council to use the scenic gardens at MacNaughton Park for a weekly event that will start in mid-June (or July) and run through the end of September. The green space will help create a more social atmosphere where people want to spend time as well promoting MacNaughton Park as a community gathering space and encourage use of nearby community assets like the South Huron Trail, the outdoor pool and the Exeter Splash Zone.

Now that approval has been granted from Council, planning for the 2017 season is now underway. Ms. Wise will continue to provide transition support for the market, but after it is established, the BIA will only help to promote the events.

12.5 Other

Ms. Wise announced that she is expecting and is due in early November. She stated that she would like to return to the BIA Manager role in November 2018. She expressed that she wants the transition and mat leave position to go as smoothly as possible and noted that she will work to get things organized prior to her leave and is willing to be a resource for the individual throughout her mat leave.

She noted that Joan Brady from the Chamber of Commerce is willing to work to make the transition as seamless as possible, because Ms. Wise has been supportive throughout her transition into the role. She stated that she will be able to finish the strategic plan and help get the planning started for 2018 in order to help provide great direction for the new individual.

The board congratulated her on the news and said they will work with her towards the transition in the coming months.

MOVED BY: Adrian Bakelaar & SECONDED BY: Mary Hulley

"THAT the BIA Manager report be adopted as presented."

MOTION: CARRIED

13. Non-Director Comments Nil

14. Upcoming Events

Next Regular Meeting: *Monday, June 12, 2017 at 6:30pm at the Town Hall**

Strategic Planning Session #2: **Wednesday, June 14, 2017 from 6:00 – 9:00pm at the Town Hall**


15. Adjournment


MOVED BY: Mary Hulley & **SECONDED BY:** James Eddington

"THAT the BIA meeting does now adjourn at 7:47pm."

MOTION: CARRIED


Fred Godbolt, Chair


Rose Glavin, Vice Chair


Brittany Wise, Recording Secretary