



EXETER BUSINESS IMPROVEMENT AREA – BOARD MEETING

Monday, June 12, 2017 at 6:30pm

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

EXECUTIVE MEMBERS – Vice Chair Rose Glavin, Secretary / Treasurer Janice Brock, Beautification Chair Mary Hulley

DIRECTORS – Promotions Chair Lauryn Marion, Directors Adrian Bakelaar, Tira Wootton, Councillor Craig Hebert and BIA Manager Brittany Wise

ABSENT – Chair Fred Godbolt, Directors Allen Plant, James Eddington

RECORDING SECRETARY – Brittany Wise, BIA Manager

MINUTES

1. Welcome and Call to Order

Ms. Glavin welcomed everyone to the meeting at 6:38pm.

2. Changes to the Agenda and Approval of Minutes of May 8, 2017.

2.1 Approval of the Agenda

MOVED BY: Mary Hulley & SECONDED BY: Janice Brock

"THAT the agenda be adopted as presented."

MOTION: CARRIED

2.2 Approval of the Minutes of May 8, 2017.

MOVED BY: Mary Hulley & SECONDED BY: Janice Brock

"THAT the minutes of May 8, 2017 be adopted, as presented."

MOTION: CARRIED

3. Chair's Message Nil

4. Delegation Nil

5. Councillor's Report Nil

6. Financial Report

6.1 Treasurer's Report – May

In May, the HST rebates from 2015 and 2016 will be deposited, which totaled \$15,805.00. Expenses will include the April payroll deductions; rent for April and May; the outstanding interest on the flower-related costs from 2016; snow removal at the Welcome Centre; and a few other miscellaneous expenses. Total expenses were \$4,203.88.

6.2 Treasurer's Report – June

In June, we received the reimbursement for the bridge flower planter and brackets (MOSH grant), Ladies Night Out participation fees, a refund for employer fees as well as bank fees. Total revenue in June will be approximately \$5,500.00.

Expenses will include BIA Manager payment for April and May; May payroll deductions; June rent; flower planter and brackets; Ladies Night Out promotional costs; 50% of the balance owing on the BIA website; and a few other miscellaneous expenses. Total expenses in June will be approximately \$16,500.00.

MOVED BY: Adrian Bakelaar & SECONDED BY: Mary Hulley

"THAT the financial report be adopted as presented."

MOTION: CARRIED

7. Promotions

7.1 BIA Website

Ms. Wise contacted Campus Creative the first week of June about proceeding with the website project. She is waiting to hear back about a meeting time to help us get on the same page regarding expectations.

At the time of the last Board meeting, the website was extremely out of date and before making changes, Ms. Wise wanted direction regarding how to proceed from the Board. Since then, she has spent time making all of the content current.

There are two areas worth mentioning. The first is that the "business directory" section now features a Google map that currently only includes businesses that have Google listings. Once the JCP position starts, we hope to get all member businesses listed on Google and will add them to this map. The second is the "events" section, which now features a Google event calendar that can be shared across multiple sites. Currently, the calendar is being updated by our volunteer placement, but after her time with us, the JCP staff person will manage the calendar. Ideally, this calendar would be featured on the Chamber's new website as well as the Municipality's new website. This would allow various groups to share in the responsibility of uploading event information and not duplicating efforts on individual websites.

7.2 Promotional Videos

At the last BIA meeting, the Board wanted to approach the Municipality to see if they would partner with us on the promotional video campaign. The BIA Manager presented to the Economic Development Committee and they made a recommendation that Council support the request with matching funds of \$3,000. Council approved the recommendation on June 5.

Since the Municipality is matching our investment, they will have equal say in the video content. Ms. Wise is working with the CAO and the Economic Development Committee to determine what will be featured. She will keep in communication with the BIA's Promotions Committee and Board to ensure that it aligns with the BIA vision as well. We're aiming to shoot the videos in mid-July.

7.3 Finding Exeter: Putting our Community on the Digital Map

There seems to be more interest from the CAO in terms of working together to get community assets listed, however, we have not had the chance to meet about it yet. We are meeting about the promotional videos this week and Ms. Wise plans to discuss with him then.

7.4 Exeter 360 Project

We have confirmed 7 businesses are interested in participating in this initiative. We're hoping to shoot before the end of June, but are still firming up shooting details with each of the businesses. We'll launch promotion in July / August as videos are ready. Participating businesses include: LUVU Naturally, Designers, Eddington's, Custom Covers, Bakelaar Jewellers, Canadian Tire and Kalidoscope of Quilts. The hope is that as these are released, other businesses will want to jump on board with a similar project in 2018.

7.5 Ladies Night Out

Ladies Night Out was another great success! The weather turned out great & stores had a great turnout. Some reported that it was slow during the week, but that naturally happens when there is an event like this, so it's hard to get around that. It was also suggested that we try to attract more people from London and neighbouring communities. Since this is a play-to-play event, our budget is limited by the number of businesses that participate, we'll need to encourage participating businesses to promote the event to their networks even more, as well as utilizing low-cost online tools like posting to Buy and Sell pages and community calendars.

MOVED BY: Mary Hulley & SECONDED BY: Janice Brock

"THAT the promotions report be adopted as presented."

MOTION: CARRIED

8. Beautification

8.1 Bridge Flowers

The bridge flowers are now installed. They have just been planted, so they need to be given a few weeks to look fuller. We're going to monitor the flowers and their 'showy-ness' this year and if we feel like the brackets need to be set higher, the roads crew might be able to help.

All Municipal staff have been great to work with regarding the flowers this year. Jason Parr, Transportation Manager called to thank us for working with them for increasing the visibility around the bridge. The Board agreed that we should write a formal letter to staff and Council thanking them for their partnership.

8.2 Parkette

The BIA was informed that the Municipality is going to be doing some routine maintenance and upkeep to the Parkette, just as they do for any other Municipal asset. This will include some removal of old plant material, new plantings and some other physical changes as well.

8.3 Banner Program

Ms. Wise has had some time to make the edits discussed to the banner sponsorship package. There was a discussion about further changes including pricing. In terms of design, the group liked the idea of keeping the layout simple, but also wanted to recognize the 4 districts of town laid-out in the Community

Improvement Plan: Francistown, South Bank, Heritage Core and London Road. Each district banner would have a similar layout, but be identified with a different colour.

There is already interest expressed from 7 businesses and the Exeter Rodeo is interested in 10 banners. The group felt that with a design and an email sent about this project specifically, we will see more interested businesses. We need 25 banners to place the order.

MOVED BY: Janice Brock & SECONDED BY: Adrian Bakelaar

"THAT the BIA proceeds with a sample design for promotion of the program. Once design is approved by the BIA Board, it's final."

MOTION: CARRIED

There was a brief discussion about a Canada flag program in St. Mary's. Ms. Glavin said she is taking part and that it is a project organized by the Legion. She will try to get us more information.

MOVED BY: Mary Hulley & SECONDED BY: Craig Hebert

"THAT the beautification report be adopted as presented."

MOTION: CARRIED

9. Member Events Nil

10. Economic Development

10.1 Promotional Videos

Ms. Wise, BIA Manager, did a presentation on promotional videos and a partnership proposal between the BIA and the Municipality to create these promotional videos for South Huron. The purpose of these videos would be to increase online engagement by showcasing the community. They would not promote a specific business in the videos but may capture a series of businesses and community assets.

The BIA has \$3000.00 set aside for this project and asked for additional funds to increase the amount of footage and videos created. She noted that the BIA would be proceeding with the videos regardless of if the Municipality partnered on the project.

Committee members agreed that the promotional videos are a great way to promote the community and felt that the BIA was providing an excellent opportunity to leverage funds. They agreed to support to make the recommendation to council to support the initiative and liked the idea of matching the BIA's support so they would have equal say in the content. It was also noted that the promotional videos could be a resource for the Ambassador Program.

The group also briefly discussed the idea of doing a joint funding application to Rural Economic Development grant program under the marketing arm to do more videos, etc. if this initial phase proved to use successful.

10.2 Ambassador Program

Councillor Marissa Vaughan notified the group that the subcommittee has had a preliminary meeting and will be following up with a project-planning meeting. The project plan will be presented at the next EDC

meeting. The group is looking to develop a marketing package, a community profile and other items for the Ambassador Program. She stated that there would be a presentation made to the County's Economic Development Board on May 29 about the Ambassador program and the use of the Huron Economic Development Partnership (HEDP) grant monies. She encouraged other members of the committee to attend that meeting to show support for the program.

10.3 County Ec Dev Update

OMAFRA rep Vicki Lass attended the meeting to give an update about the status of the County's Economic Development progress. She reported that there have been quite a few changes to the economic development department since the ec dev strategic plans were completed, but there is still a commitment to follow through on the plans. She noted that South Huron is actively moving forward on their plan, which she is happy about.

10.4 South Huron Chamber of Commerce

Joan Brady, the Executive Director of the South Huron Chamber of Commerce provided 2017 project descriptions and discussed their 3 temporary positions created through the Job Creation Partnership program and another grant opportunity, in partnership with the BIA. Some of the goals are to create training opportunities for business staff and enhance online presence in South Huron. The Chamber is also looking to do some agriculture and food sector specific work and participate in the development of a sector specific association for Huron County.

It was discussed that the marketing-based JCP participate in the Ambassador program and act as a resource to help develop project deliverables.

10.5 Exeter BIA Update

Ms. Wise reiterated the goals of the BIA for 2017. She also noted that the BIA is currently undergoing a strategic planning process and is working to define roles and responsibilities.

10.6 OMAFRA Update

Ms. Lass provided an update on the Huron Local Immigration Partnership Program (working with the Peel Newcomer program on multiple projects); the upcoming Quality of Life report, which will be released at a "Vital Conversation Panel" on June 9; and a Perth 4 Youth program that they are hoping to duplicate in Huron to encourage more civic engagement amongst youth. She also noted the upcoming RED funding application deadline, which is the end of September.

MOVED BY: Janice Brock & SECONDED BY: Mary Hulley

"THAT the ec dev report be adopted as presented."

MOTION: CARRIED

11. Digital Sign Report Nil

12. BIA Manager's Report

12.1 Vacant Unit Rebate

The CAO reached out to inform us that staff has reviewed the documentation and realized that this program falls under the umbrella of the upper tier. A report is going to County Council that will recommend a phasing out over four years linking with assessment. If passed this would need to go to the Ministry for approval. If approved by the Ministry, a report will come to South Huron Council that would mirror the County report.

12.2 JCP / Summer Student Positions:

We have hired two JCP staff – one for workforce development (Gar Penhale), the other for community engagement and marketing (Cathy Orr). Their paperwork is being processed and they will be starting shortly.

In terms of the summer student position, we unfortunately did not receive funding this year. However, with other staff on-site during the summer, it will lighten the load on management staff. We plan to set-up a schedule to rotate staffing the Centre on Saturdays in July and August.

12.3 Farmers' Market Update

The first market of the 2017 season is on happening on June 15 from 5-9pm at the MacNaughton Park scenic gardens. The Cultural Collective is still actively looking for market vendors. They have entertainment planned for each weekly market through October 5. They would like to BIA's support to run the pie fundraiser again in July, but they are also going to help to make it a successful event by trying to get more pies, organize a competition, etc. Some of the proceeds will come back to the Santa Claus Parade, but we may need to split the proceeds with the Cultural Collective to help support their efforts.

12.4 Huron County BIA / Chamber Network

The County of Huron is setting up a BIA / Chamber network to connect groups throughout the County. The initial meeting was held in Goderich, where participants were provided with an update on County economic activities and each provided a brief update on their respective organizations. The next meeting is tentatively set for October.

12.5 White Squirrel Costume

The white squirrel costume is currently worn by Doug Westlake and he recently brought up some ideas that Ms. Wise wanted to discuss with the board before giving him answers. It was discussed that the costume is owned by the BIA, so it is our responsibility to get it cleaned, etc.

1. Alterations – Currently, the costume requires that a secondary person fully assist the person to get in and out of the suit. Mr. Westlake would like to see alterations that would allow the suit to be done up at the front so that it can be easily taken on and off without assistance. The Board agreed that this alteration should be explored and also noted that it should be dry cleaned before the alterations could be done. Adrian agreed to look into dry cleaning costs as well as the cost of alterations.
2. Mannequin – Mr. Westlake says that the costume is simply too hot to wear on summer days. He was wondering if we could get a mannequin to put into the costume so that it attend special events, etc. but remain stationary. He would still be happy to be responsible for managing the squirrel (transportation, etc) to and from these events. The board stated that the point of a mascot is to be animated, so they are not interested in putting a mannequin in the costume.
3. Display the White Squirrel – Mr. Westlake feels strongly that the costume should be displayed at stores in Exeter instead of sitting in a basement. If there was a mannequin inside the costume, he would be happy to take from store to store every week or so. Is this something we'd be okay with him doing? The Board agreed that no store would want to put the white squirrel up in their stores and without the mannequin, it's not possible anyways.

12.5 Other

The BIA was approached about listing churches in Exeter on the experienceexeter.ca website. Ms. Wise wants the Board's opinion before proceeding with this. The Board agreed that we would have a discussion at our Strategic Planning session about this and if it was in or out of scope for the BIA.

MOVED BY: Mary Hulley & SECONDED BY: Janice Brock

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

MOTION: CARRIED

13. Non-Director Comments Nil

14. Upcoming Events

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

Next Regular Meeting: ***Monday, July 10, 2017 at 6:30pm at the Town Hall

15. Adjournment

MOVED BY: Adrian Bakelaar & SECONDED BY: Mary Hulley

"THAT the BIA meeting does now adjourn at 7:45pm."

MOTION: CARRIED



Rose Glavin, Vice Chair



Janice Brock, Secretary / Treasurer



Brittany Wise, Recording Secretary