



### **Call to Order**

The Executive Meeting of Strathroy's BIA was virtually called to order on Wednesday, October 12th, 2022, at 8:04 am.

### **Attendees**

Voting members in attendance included Robin Tiller, Sue Looman, Joanne Vanderheyden, Meredith Chatelain and Nathan Wilcox, Jessy Van de Vaart (Municipality of Strathroy-Caradoc)

**Regrets:** Chris Traczuk, John Pammer, and Jerrika Geneau (has left the BIA Board of Directors).

### **Approval of Minutes**

### **Actions/Main Motions**

**Motion 22-09-30** - Motion to "Approve the May 26th, 2021 Annual General meeting" - was made at the September 12th AGM. Motion made by Sue Looman, seconded by John Pammer. Carried.

**Motion 22-09-31** - Motion to "Adjourn September 12th, 2022 AGM". Motion made by John Pammer, Nathan Wilcox. Carried

Minutes from the September 12th, 2022 AGM will be approved at the next AGM.

### **Update on CTV contracts**

CTV contracts currently at 12 spots (with 11 signed/paid applications). One outstanding arrears amount of \$ 365.00.

### **Proposed new office space**

No update.

**Treasurer's Report**— The financial statement was circulated and presented by Sue Looman. BIA account is sound.

**Motion 22-10-32** was made by Joanne Vanderheyden to accept the financial report as presented. Seconded by Meredith Chatelain. All in favour. Carried.

**Promotions Report** -No report this month.

**Beautification Report** - John Pammer has sourced the 2022 Christmas planter supplier. Invoice will be circulated when available.

**Communications Report** – No update on Chamber maps.

**Business Advocacy Report** – No update on Business Advocacy. Jessy Van der Vaart provide update on the Digital Main Street program and requested co-operation from BIA with active promotion.

**Security Committee Report** – No report this month.



## Other Business

### New Business's in/Business Out of Area

IN - Hometown Paint and Decor, 86 Frank St

## New Business

### Town Event List - in Bold is confirmed, added to BIA event calendar

**2022-10-29 STRATHROY BIA BUSINESS TRICK OR TREATING**

**2022-11-19 WINTERFEST** - contact Kaitlyn Topham

**2022-11-19 STRATHROY CHRISTMAS PARADE** - contact Kaitlyn Topham

**2022-12-03 STRATHROY BIA CHRISTMAS EVENT** - contact Robin Tiller

### A Small Town Christmas Event - December 3rd, 2022

Confirmed entertainment booked for December 3rd:

- Horse and Carriage Rides
- Strathroy Air Cadets will play music/have an info booth.
- Fire and Ice - being organized by Neon Crab Tattoo - owner to look after booking 2022-10-11
- Christmas Crackers Ukulele Group - confirmed attendance (cost by donation).
- MYFM Radio commercial pricing information being released Oct 12th.
- Strathroy Barber shoppers - waiting for confirmation of attendance.

Several suggestion were made for additional interest during event - including store Christmas tree decorating contest/auction, photo spot by post office etc.

Possible solution to the Downtown Dollars paperwork. Hello prepaid Visa card program.

Hello is a Canadian based Fintech company that focuses on partnering with BIA's, Cities, Municipalities, Chambers of Commerce and Tourism Associations. Our unique "Shop Local" card program, gives you the ability to offer incentive based Visa prepaid gift cards, **that can only be used with merchant members of your BIA.** Our card solution is much more than just a "gift card" – we help BIA's engage with the community, promoting and incentivizing to "Shop Local".

- Cards run on the Visa network resulting in **immediate settlement** for member merchants
- Cards are closed-loop and can **only** be used and processed by member merchants.
- **No more reconciling and keeping track of paper gift certificates or downtown dollars.**
- Cards are **reloadable** – consumers can re-use and reload cards for multiple programs/offers.
- Instant cards for promotional or contest giveaways.
- **Self-serve online portal allows local employers to purchase the BIA card for their employees.**
- Hello mobile app for consumers to track card balance, transactions and reload card

Here is a link to some of our current offers [Home | Hello \(espacehello.ca\)](https://www.hellohello.ca) We launched in Quebec and due to tremendous success with our programs, we have now expanded to the rest of Canada.

Community several funding grant programs are about to expire. John Pammer and Meredith Chatelain to review programs for alignment with BIA activities. (e.g. Wayfarers' program, community art installment opportunity)

2022-11-09



### **Next Meeting(s)**

Executive Meeting: Wednesday, November 9th 2022, at 8:00 am via zoom  
General Member meeting - to be determined in 2023.

### **Adjournment**

**Motion 22-10-33** was made by Sue Looman to adjourn the meeting at 9:00 am. Joanne Vanderheyden seconded. All in favour. Carried.