



## Call to Order

An Executive Meeting of Strathroy's BIA was held on Tuesday, August 8th, 2023 at 8:30 am, at City Hall with Zoom option.

## Invitees

<input checked="" type="checkbox"/> Colin Grantham	<input checked="" type="checkbox"/> Frank Kennes	<input checked="" type="checkbox"/> Nathan Wilcox	<input checked="" type="checkbox"/> Daniel Kiekens
<input checked="" type="checkbox"/> Sue Looman	<input checked="" type="checkbox"/> Kaity Phillips	<input checked="" type="checkbox"/> Courtney Sinclair	<input type="checkbox"/> Chris Traczuk
<input checked="" type="checkbox"/> Meredith Chatelain	<input type="checkbox"/> Maysee McLean	<input checked="" type="checkbox"/> Heather Lalonde	

## Regrets:

- Chris Traczuk
- Kaity Phillips (will join via Zoom)

## Guests:

N/A

## Main Motions/Upcoming Actions:

Motion:	Update/Next Steps:	Motion to Approve:	Second Approver:	Voted:
Approval of Previous Meeting Minutes <i>2023-08-</i>	A motion will be made to approve the minutes of the Wednesday, July 12th, 2023 Executive meetings.	Frank	Courtney	Yes
Amend section 3.2 in the Business Improvement Area Governance and Policies	Update to 2nd Tuesday of each month, 8:30am - Kaity to complete	N/A	N/A	N/A
Motion to deactivate current BIA website	Extensive pricing to move over to the new platform. Will deactivate current website move forward with new development for website.	Nathan	Kaity	Yes

## Officer's Reports

Motion:	Update/Next Steps:	Motion to Approve:	Second Approver:	Voted:
1. FINANCE <i>Sue Looman</i> <i>2023-08-25</i>	TREASURERS REPORT <ul style="list-style-type: none"> <li>Chris paid for DJ and Lights, reimbursement to be completed once invoice is received</li> </ul>	Frank	Dan	Yes
2. PROMOTIONS <i>Chris Traczuk &amp;</i>	<ul style="list-style-type: none"> <li>Patios Update</li> <li>New proposal with wheelchair ramps and rails</li> </ul>	N/A	N/A	N/A

<i>Dan Kiekens</i>	<ul style="list-style-type: none"> <li>• CIP to be applied for again</li> <li>• Cost to be finalized with Connor</li> <li>• August Night Market PROS/ CONS <ul style="list-style-type: none"> <li>• Thoughts moving forward? <ul style="list-style-type: none"> <li>○ Great feedback on the DJ</li> <li>○ Amazing turnout - seemed to be a lot of newcomers</li> <li>○ Maybe look into Christmas Night Market?</li> <li>○ Try for a 3rd market in the warmer months</li> </ul> </li> </ul> </li> </ul>			
3. BEAUTIFICATION <i>Kaity Phillips &amp; Nathan Wilcox</i>	<ul style="list-style-type: none"> <li>• Banners <ul style="list-style-type: none"> <li>• Mock-ups received from graphic designer <ul style="list-style-type: none"> <li>○ Cost is looking to be approx. \$4000 for banner printing, graphic design</li> </ul> </li> <li>• Looking into additional designer options <ul style="list-style-type: none"> <li>○ was anyone able to confirm any other designs?</li> </ul> </li> </ul> </li> <li>• Winter Planters? <ul style="list-style-type: none"> <li>• Bello Garden ~ \$2700</li> <li>• Add in extra planters attached to garbage cans throughout BIA</li> </ul> </li> </ul>	N/A	N/A	N/A
4. COMMUNICATIONS <i>Meredith Chatelain</i>	<ul style="list-style-type: none"> <li>• Update on Behind the Business posts</li> <li>• Newsletter Update</li> <li>• Other communications that need to go out</li> <li>• BIA individuals to take a moment and make a monthly post about community things</li> </ul>	N/A	N/A	N/A
5. BUSINESS ADVOCACY <i>Courtney Sinclair &amp; Nathan Wilcox</i>	<ul style="list-style-type: none"> <li>• Send out a survey for BIA feedback before AGM</li> </ul>	N/A	N/A	N/A
6. SECURITY <i>Dan Kiekens</i>	N/A	N/A	N/A	N/A

Upcoming Discussions/Parking Lot:	Update/Next Steps:
New Businesses	<ul style="list-style-type: none"> <li>• Coordinator Role <ul style="list-style-type: none"> <li>• Waiting on Kim's timesheet</li> <li>• Maysee will continue on with/ increase Social Media ~ 10 hours a week</li> <li>• Working on a number of Historical Posts and more organic posts? <ul style="list-style-type: none"> <li>○ How can we support more organic content?</li> </ul> </li> </ul> </li> <li>• One pager distribution <ul style="list-style-type: none"> <li>• Still looking for people to distribute</li> </ul> </li> </ul>
Web Hosting Update	Dan to update - spoke to town and website provider
Garbage Cans in the BIA	<a href="https://cleanriver.com/products/outdoor/">https://cleanriver.com/products/outdoor/</a> <ul style="list-style-type: none"> <li>• 1 compartment starting at \$1000</li> </ul>
Strathroy Market ktopham@strathroy-caradoc.ca	<ul style="list-style-type: none"> <li>• Weekly Market - May 20th-Oct 7th with road closure 7am-1pm</li> <li>• Hannah's term completed - Kait contact</li> </ul>
BIA Member Social or host Biz after Biz with Chamber of Commerce?	<del>Thursday, July 27th</del> - BIA Rusty Wrench Social, date to be updated <ul style="list-style-type: none"> <li>○ Looking into week of Oct 23rd</li> <li>○ Compile survey info for review during September meeting</li> </ul>

Small Town Christmas (Hometown Christmas?)	<ul style="list-style-type: none"> <li>• Friday, Nov 25th or Saturday, Nov 26th?</li> <li>• Subcommittee to be developed in partnership with Chamber of Commerce</li> <li>• Create BIA Hometown Christmas committee</li> <li>• Cost breakdown requested from Treasurer</li> </ul>
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### New Business's In/Business's Out of Area

- Alla's Pierogies (in)
- Cabelo Spa by Stu (moving out)

### Upcoming Meetings:

Board Meeting - September 12th from 8:30 - 10:00 @ City Hall or Zoom  
General Member meeting 2023 - date to be determined.

### Motion to Adjourn

*10:09am - Motion - 2023-08-26 - Sue, Seconded by Dan, All in Favour*