



Call to Order

An Executive Meeting of Strathroy's BIA was held on Wednesday, June 14th, 2023 at 8:30 am, at City Hall with Zoom option. Meeting commenced at 8:30.

Invitees

☒ Colin Grantham	☒ Frank Kennes	☒ Nathan Wilcox	☒ Daniel Kiekens
☒ Sue Looman	☒ Kaity Phillips	☒ Courtney Sinclair	☒ Chris Traczuk
☒ Meredith Chatelain	☒ Maysee McLean		

Regrets

Guests:

Heather Lalonde

Main Motions/Upcoming Actions:

Motion:	Update/Next Steps:	Motion to Approve:	Second Approver:	Voted:
Maysee McLean - Introduction	BIA Coordinator	N/A	N/A	N/A
Approval of Previous Meeting Minutes <i>2023-06-19</i>	A motion will be made to approve the minutes of the Wednesday, May 10th, 2023 Executive meetings.	Sue	Frank	Yes

Officer's Reports

Motion:	Update/Next Steps:	Motion to Approve:	Second Approver:	Voted:
1. FINANCE <i>Sue Looman</i>	TREASURERS REPORT • More money under commercial revenue line - Junes budget will move over (will reduce) • Reserve account • Streetscapes paid • Print advertising (BIA welcome packages) • CTV commercials - 3 positions available	Kaity	Nathan	Yes
2. PROMOTIONS <i>Chris Traczuk</i>	• Patios Update • Original idea scrapped • New proposal with wheelchair ramps and rails available • CIP to be applied for again • Cost to be finalized with the Connor	N/A	N/A	N/A

	• August Night Market Ideas? • BIA supplying entertainment - proposed DJ is available for date - Dance party in the intersection - what are the funds available for this? • Strathroy pride - co-sponsor to run and give out glow sticks, etc (light up the night theme) • Promotions budget available for radio • Frank looking into sponsorship • Chris to confirm date and payment with DJ • Can we leverage volunteers and sound equipment from somewhere?			
3. BEAUTIFICATION <i>Kaity Phillips & Nathan Wilcox</i>	• Planters & Summer Flowers • Wondering if we can plant items into the small planters on either side of the garbage ◦ Missing garbage can on violets side of front street • BIA signage • Banners • Printmore ◦ Get Kelsey to move forward with banner designs - Chris noted to include "Shop local" ◦ Cost is looking to be approx. 3500 for banner printing, \$200 graphic design • Printing • Designs	N/A	N/A	N/A
4. COMMUNICATIONS <i>Meredith Chatelain</i>	• Update on Behind the Business posts • Newsletter Update • Other communications that need to go out • Brittany Wagner doing behind the business posts • Working on updates for summer newsletter • Meridith to give communication about road closures and Drag Storytime	N/A	N/A	N/A
5. BUSINESS ADVOCACY <i>Courtney Sinclair & Dan Kieken</i>	• Parking A-frames to be put out on Market Saturdays (Hannah)	N/A	N/A	N/A
6. SECURITY <i>Dan Kieken</i>	N/A	N/A	N/A	N/A

Upcoming Discussions/Parking Lot:	Update/Next Steps:
New Businesses	• One pager distribution • Maysee to send out dates and times that works for distribution with other BIA members • To include women in business maps
Strathroy Market - Hannah Sladics - market@strathroy-caradoc.ca)	• Night Market: August 5th • Weekly Market - May 20th-Oct 7th with road closure 7am-1pm • Pilot free spaces for BIA members
BIA Member Social or host Biz after Biz with Chamber of Commerce	Thursday, July 27th - BIA Rusty Wrench Social, July 20th 6-8
Electronic solution to Dickens Dollars	Not moving forward with this - too costly and downtown dollars weren't being used as intended in previous years.

	- Look into OBIA - Tourism may be able to do something like this
Small Town Christmas (Hometown Christmas?)	• Friday, Nov 25th or Saturday, Nov 26th? • Subcommittee to be developed in partnership with Chamber of Commerce • Create BIA Hometown Christmas committee • Cost breakdown requested from Treasurer

New Business's In/Business's Out of Area

Upcoming Meetings:

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

Motion to Adjourn

Motion - 2023-06-20 - 9:40 - Kaity, Seconded by Frank