



Call to Order

The Executive Meeting of Strathroy's BIA was virtually called to order on Friday, December 2nd, 2022, at 8:05 am.

Attendees

Voting members in attendance included Robin Tiller, Sue Looman, Chris Traczuk

Regrets: John Pammer, Meredith Chatelain, Nathan Wilcox, and Bill Dakin

Approval of Minutes

Actions/Main Motions

Motion 22-12-38 - Motion to "Approve the minutes of the November 9th, 2022 Executive meeting minutes as written". Motion made by Sue Looman, seconded by Chris Traczuk. Carried.

Update on CTV contracts

The CTV commercials were scheduled to start running on September 15th, 2022. Two merchants are behind on payments. It was suggested to modify the next set of contracts with the provision that a valid contract includes both signed contract and payment (either one year in advance or twelve post dated cheques to be provided).

Treasurer's Report – No financial statement was available for this meeting. BIA account is sound.

Promotions Report -No report this month as focus is on "A Small Town Christmas Event".

Beautification Report - Merchants are encouraged to water the urns in front of their businesses and to watch for damage due to high winds to the 2022 Christmas planters. The Wayfarer sign has been approved and the fresh sign pointing to the Strathroy BIA area will be erected shortly. Grant for art installation has also been approved. The project will involve a large banner with BIA Business owner pictures hung in the core area. Timeframe for project completion is tight (up by December 15th, 2022).

Communications Report – A Small Town Christmas Event on December 3rd, promotions include Sociakl Media, MyFM Radio campaigns and electronic bill board promotions. The "Behind the Business, Discovering Strathroy BIA" social media posts featuring information on BIA Business's and Owners has been very well received and is gaining momentum from both the public and business owners. A contract was signed with MYFM for Christmas Radio ad and Poinsettia project.

Business Advocacy Report – No update on Business Advocacy.

Security Committee Report – No report this month. It was noted that instances of graffiti seem to have slowed down with several building owners removing/painting over damaged walls.



Other Business

New Business's in/Business Out of Area

none to report

New Business

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

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

Christmas Crackers Ukulele Group - confirmed attendance (cost by donation).

Strathroy Accapella Connection - confirmed attendance (cost by donation).

Santa at Museum foyer. Sylvan Alpacas around municipal office/post office area. Photo op at post office/town hall using Wooden props from past Christmas's. Rob Liliborne will put up on Friday/take down on Monday. Exact map must be provided.

Delivery of ballots and instructions for business owners. Customers to enter draw by ballot under each Christmas tree for chance to win 1 of 5 \$100 BIA Gift Certificates. Business's will also have chance to win 1 of two \$100 BIA Gift Certificates (one for business that submits the most ballots, one for random draw of business's that submit ballots). Draw to take place Tuesday, Dec 6th at noon.

MYFM radio spots and downtown electronic bill boards contracts. We will also be participating in MyFM pre-Christmas "thank you for shopping local" Poinsettia campaign.

Next Meeting(s)

Executive Meeting: TO BE DETERMINED - propose Second Wednesday of February, 8:00 am, via ZOOM?

General Member meeting - to be determined in 2023.

Adjournment

Motion 22-12-39 was made by Sue Looman to adjourn the meeting at 9:00 am. Chris Traczuk seconded. All in favour. Carried.