



Call to Order

An Executive Meeting of Strathroy's BIA was held on Wednesday, May 10th, 2023 at 8:30 am, at City Hall with Zoom option. Meeting commenced at 8:30am.

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 checked="" type="checkbox"/> Chris Traczuk |
| <input checked="" type="checkbox"/> Meredith Chatelain | | | |

Guests

- ☒ Kait Topham
- ☒ Hannah Sladics

Regrets

Chris Traczuk

Main Motions/Upcoming Actions:

| Motion: | Update/Next Steps: | Motion to Approve: | Second Approver: | Voted: |
|---|---|--------------------|------------------|--------|
| Approval of Previous Meeting Minutes <i>2023-05-17</i> | A motion will be made to approve the minutes of the Wednesday, April 12th, 2023 Executive meetings. | Meredith | Sue | Yes |
| Discussion and Approval on paid BIA Coordinator Role | 20 hours a week at \$20/hour | N/A | N/A | N/A |

Officer's Reports

| Motion: | Update/Next Steps: | Motion to Approve: | Second Approver: | Voted: |
|---------------------------------------|--|--------------------|------------------|--------|
| 1. FINANCE <i>Sue Looman</i> | TREASURERS REPORT <ul style="list-style-type: none"> CTV expenses and Interest charges | Nathan | Kaity | Yes |
| 2. PROMOTIONS <i>Chris Traczuk</i> | <ul style="list-style-type: none"> Patios Update <ul style="list-style-type: none"> Applied for CIP grant Town gave approval to move forward with getting patios built via local welding shop and Junior Trades program To request BIA funds to cover initial cost (partial reimbursement will come from CIP grant) | N/A | N/A | N/A |

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|--|--|-----|-----|-----|
| | <ul style="list-style-type: none"> • Plan to set-up a rental program with local businesses in the BIA to recover the cost over a few seasons - then will flip to revenue for BIA in the future • Town has offered free space for off-season storage • Chris to email costs of this project • Concerns that this will benefit a small amount of businesses in the BIA area - should these costs be taken on by the town to remain fair to the BIA? • August Night Market Ideas? <ul style="list-style-type: none"> • DJ and lights? (DJ could offset security costs, and admission bracelet fee) • Pride may sponsor glowsticks for the event | | | |
| 3. BEAUTIFICATION <i>Kaity Phillips & Nathan Wilcox</i> | <ul style="list-style-type: none"> • Committee Meeting: May 2nd • Banners <ul style="list-style-type: none"> • Requires Graphic Design - looking into using Printmore • Reviewing remaining beautification budget (after winter updates and summer flowers) to assess feasibility | N/A | N/A | N/A |
| 4. COMMUNICATIONS <i>Meredith Chatelain</i> | <ul style="list-style-type: none"> • Update on Behind the Business posts <ul style="list-style-type: none"> • Posts are going well - communications are sent through two Facebook pages, Instagram, and email • Newsletter Update <ul style="list-style-type: none"> • Newsletter was sent out - great feedback received | N/A | N/A | N/A |
| 5. BUSINESS ADVOCACY <i>Courtney Sinclair & Dan Kiekens</i> | <ul style="list-style-type: none"> • Update on parking during Market Mornings <ul style="list-style-type: none"> • New signage with directional arrows have been provided for use • Parking in general (2 hour limit) <ul style="list-style-type: none"> • By-Law Enforcement Officer stated that parking tickets are \$15 (reasonable) • Parking enforcement is being completed at various times throughout the day, between other duties | N/A | N/A | N/A |
| 6. SECURITY <i>Dan Kiekens</i> | <ul style="list-style-type: none"> • Request from Rob Liliborne for action on Graffiti <ul style="list-style-type: none"> • Graffiti removal to be completed at Business/Building Owners expense. Previous partnership with Hometown Paint however services were not used. • Dan met with Cody - parking ticket is \$15. Customers should be parking in municipal parking lots if intending to be in the downtown core for many hours at a time. | N/A | N/A | N/A |

| Upcoming Discussions/Parking Lot: | Update/Next Steps: |
|---|---|
| BIA Coordinator Position | Nathan to contact Brianna Hammer to post Coordinator Position |
| Brainstorm committee activities and potential committee members | <ul style="list-style-type: none"> • What are two things each of our committees can do? <ul style="list-style-type: none"> • What are ways we can bring people into the core? • Committee meetings are required to have meeting minutes |
| CTV Commercial contracts update | • Sue waiting for updates from new CTV contact |
| Strathroy Pride | • Lots of events coming up (https://www.strathroypride.org/events) |
| New Businesses | <ul style="list-style-type: none"> • Nathan to facilitate printing of One-Pager (Printmore) • One-Pager to be hand delivered to BIA businesses, starting May 15th |

| | |
|---|--|
| Strathroy Market - Kait Topham ktopham@strathroy-caradoc.ca | <ul style="list-style-type: none"> • Night Markets: May 20th & August 5th (should we consider putting out a booth?) • All dates confirmed (May 20th-Oct 7th) • New Market and Events Assistant has been hired (Hannah - market@strathroy-caradoc.ca) • Pilot free spaces for BIA members |
| Electronic solution to Dickens Dollars | Andre Cohen acohen@hellonetwork.ca -Hello - electronic solution for <ul style="list-style-type: none"> ○ Set up costs vs usage and longevity ○ Robert at the Municipality |
| Hometown Festival, June 16th to 19th downtown and in Alexandra Park | Update membership with Weekend and Car Show Info (Streets will be closed between 1:00 pm and 10:00 pm on Friday, June 16th) |
| BIA Member Social or host Biz after Biz with Chamber of Commerce | Thursday, July 27th |
| Hometown Christmas (Small Town Christmas) | <ul style="list-style-type: none"> • Friday, Nov 25th or Saturday, Nov 26th? • Subcommittee to be developed in partnership with Chamber of Commerce |

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

- Handmaker Boutique (Out)
- Wright Family Foundation (In)
- X Level Hobbies (Out)
- The Mana Lounge (In)
- Cell Phone Repair Shop (Out)
- Alla's Pierogies (In - coming soon)

Upcoming Meetings:

Board Meeting - June 14th from 8:30 - 10:00 @ City Hall or Zoom
General Member meeting 2023 - date to be determined.

Motion to Adjourn

Motion - 2023-05-18 - 9:51 - Nathan, Seconded by Sue