



Call to Order

An Executive meeting of BIA was held on Wednesday, September 11th 2019, 8am at the Seniors Centre in Strathroy. It was officially called to order at 8:09am, presided over by Cate O'Neill, with Raegan Harding as secretary.

Attendees

Voting members in attendance included Dave Brock, Brad Richards, Robin Tiller, Chris Traczuk, Sue Looman, and Tina Hawkins.

Approval of Minutes

Motion **1909-01** was made by Robin to approve the minutes of August 14th Executive meeting. Chris seconded. All in favour, carried.

Actions/Main Motions

Construction update

It was noted that work on storm outlet near Caradoc St bridge (Sydenham River) is now underway.

General meeting

It was noted that Raegan acquired an SOP and will be picking up some wines for the event. Light refreshments will be served, thanks to Robin Tiller's support. Robin has also offered to do up a few deli-style trays with meats, cheeses, fruits, and vegetables. She has also offered to donate cups for hot beverages & wine, in addition to the \$150 sponsorship she has already offered for wine, etc. A big thank you to Robin for being so supportive!

Chris mentioned that he will be able to bring the Rusty Wrench keg fridge so that we can serve up his craft draft beer (note: to be invoiced at a later date) It was also noted that Leslie from town has offered to volunteer as our SmartServer for the evening, and she will be bringing cups from town hall. A big thanks to Dave as well for organizing the reservation, set-up and tear-down of space, as well as printing off Agendas for distribution, and ensuring that coffee, tea, and water are offered.

General Meeting agenda items, with speakers, include the following:

- Caradoc Street construction update (Paul Zuberbuhler)
- Rogers Hometown Hockey festival (Paul Lattimore)
- Rostig Haus Oktoberfest (Chris Traczuk)
- Victorian Christmas (Cate O'Neill)

Raegan will bring the name tags, ballot box and all other draw items as \$50 door prize will be awarded again to one lucky attendee.

Special event announcement

It was just announced, on September 10th, that Rogers Hometown Hockey will be broadcasting live from our community on November 2 & 3, 2019 (note: exact location yet to be determined) This mobile event is a free family festival featuring a full weekend of live entertainment, NHL alumni, and hockey-themed activities, including a live outdoor viewing party of an NHL broadcast featuring the Calgary Flames and Washington Capitals on Sunday, November 3 (via Sportsnet) Chris Soares reached out to Cate for a few words on what the BIA might have planned in support of this event. Cate simply stated that the event has full support from the BIA. Stay tuned for more updates as details of this fantastic community event unfold!

Motion **1909-02** was made by Dave to approve the movement of \$3K from reserves to fund beautification, communications, and promotional initiatives that are specific to the BIA in support of this event. Brad seconded. All in favour, carried.

Victorian Christmas - planning committee to be set up

It was noted that the BIA's motion 1908-03 made last month to close the streets for this year's Victorian Christmas will go to Council in a few days. Cate is looking into using some of Caradoc Sands golf carts as 'Uber' carts for the duration of the day's events, making things easier for shoppers with mobility issues. It was noted that the radios used for Market days could be used as communication tools between drivers. It was suggested that we reach out to the Rotary club to see about volunteers to drive these carts and/or man the entrance gates at Frank & James and Front & Caradoc. It was also suggested that Rotarians may want to sell their poinsettias at a Market booth.

Cate discussed the possibility of providing merchants with handcrafted wooden candy canes that will be placed in front of each store that's offering a service/special event on this day, allowing visitors to see what merchants are offering visitors. Another suggestion was that we look into the possibility of using 51 Front St W (Windells) as a 'warming station' even if it's just the outdoor patio (with heaters) The Seniors' Centre is another possibility for this, but there is a family Xmas booked. It was suggested that we consider having postcards done up to hand out as passports for the event. Raegan noted that posters and postcards have already been ordered and will be ready for hand-out during Rogers Hometown Hockey weekend (Nov 2nd & 3rd)

Officers' Reports

Treasurer's Report

Dave noted that the current BIA account balance sits at \$57,180.84

It was also noted that the reserves that were moved into a savings account have already earned \$15 in interest. The second half of levy is expected to arrive soon, likely in Oct/Nov.

Promotions report

Chris provided an update on the Oktoberfest event he's been planning, which will take place on the municipal garage/parking lot grounds in Alexandra Park, starting at 2pm in the afternoon and featuring Strathroy's first-ever corporate games. There will be live music, traditional food and of course Rusty Wrench's signature craft beer! Chris was asked why have Oktoberfest in September and he assured the group that the original festival in Munich always begins on the last weekend in September. It was also noted that tickets will be \$20 which will include an acrylic beer stein, with all proceeds from Rostig Haus Oktoberfest being donated to a charity (to be announced at Rogers Hometown Hockey)

Raegan noted that the 2019 - 2020 CTV campaign will begin on Monday, September 16th. Cate noted that the new business Stan Wealth Group is interested in taking part in the next CTV ad campaign. It was suggested that we "bank" some of our MyFM ads in efforts to save airtime for Victorian Christmas. Sue expressed interest in helping out with the Promotions committee and Cate suggested that the following may also be interested in helping out:

- Cindy Grove (Neon Crab)
- Jennifer Kiess (Skin Sense)
- Rachelle Hill (Tranquil)
- Renee Sferrazza (Imagination Created)
- Shannon Le Lacheur (HandMaker)

Beautification report

It's been suggested we place our Spring flower order as early as October to ensure a longer growing season. Rob from town has suggested a blue "Fokker" variety from the Anemone family. The trouble with these is that they're bulbs and may not be successful in containers (as we've learned in trying to grow tulips there) Raegan will reach out to Lisa and see about alternatives to begonias, which have been used the last few years. There were suggestions that petunias are a nice alternative and seem to do very well in other small town main streets. Chesley from town has recommended Morning Glory as an alternative.

General Manager's report

Victorian Christmas planning has begun and plans for Hometown Hockey will pick up quickly. The usual tasks have been accomplished, including but not limited to accounts payable & receivable, various administrative functions (email & MailChimp campaigns, meeting agendas, minutes, and

reports etc.) as well as social media and website maintenance and CTV account management etc. Raegan recently met with Demetri to discuss filling empty storefronts that are currently available downtown. Our plan is to roll out a “win this space” type of campaign in the springtime. It should be noted that the September BIA Buzz spot was claimed by Gypsy-Soul Trading Co. but unfortunately the owner-operator never returned any correspondence. Furthermore, October and November BIA Buzz spots will likely be put on hold as other taskings have recently taken priority.

Communications

The next Communications committee meeting will be held on September 18th at 9am

Other:

It was noted that eight (8) chalkboards that were purchased a few years ago for Friday Night Lights have been sold (\$35ea) with funds added to BIA petty cash (\$280)

Sue Looman graciously offered the BIA a 5' x 10' storage space at Strathroy Mini Storage Ltd. Raegan will connect with Sue and her staff at the office to secure these arrangements.

Next Meeting(s)

Executive Meeting: Weds, Oct 9th, 8am at the Seniors Centre

Adjournment:

Motion 1909-03 was made by Robin to adjourn at 10:06am. Sue seconded. All in favour, carried.

Secretary: _____ Date of Approval: _____