



BIA Executive Meeting - Dec 12th, 2018

Call to Order

An Executive meeting of BIA was held on Weds Dec 12, 2018, 8am at the Seniors Centre in Strathroy. It was officially called to order at 8:03am and was presided over by Chairman Dave Brock, with Raegan Harding as Secretary.

Attendees

Voting members in attendance included: Dave Brock, Brad Richards, Donna Pammer, and Jenny Dortmans. Municipal staff in attendance included CAO Greg McClinchey and Economic Development Officer, Demetri Makrakos. Guests included Diane McGuire and Rachelle Johnson. Staff in attendance included Raegan Harding.

Approval of Minutes

A motion was made by Donna to approve the minutes of Nov 14th Executive meeting. Jenny seconded. All in favour, carried.

Actions/Main Motions : Victorian Christmas

Debriefing & feedback, successes & failures; some notes and observations about this year's event, shared by meeting attendees:

- Lots of out-of-town traffic. There seemed to be lots to do, with lots of shopping bags visible
- It seemed more exciting this year, with more people dressed up and participating
- A tremendous success, with at least a couple thousand people in attendance
- Parkette at corner of Caradoc & Front Streets wasn't used to full potential
- Seemed centred around town hall (too concentrated) Need to spread out!
- Some merchants commented that their sales were down from last year
- All decorative lighting should be turned on for the duration of the event
- Lots of movement up and down the streets, and weather cooperated!

- Santa looked very “real” and 5yr old was convinced he was ‘the one’
- Needs to start promptly at 10am and seemed to end around 2pm
- Caradoc St seems to be a line people are reluctant to cross
- It felt quieter on the streets, but most stores seemed busy

Ideas for next year; looking ahead as we plan for **Dec 14th, 2019**

- A costume/dress-up contest
- Directional and pop-up signage at gateways
- Get the Fire Dept involved, with warming stations/fire pits

Survey review: please see attached feedback from ‘*Downtown Strathroy’s Victorian Christmas 2018*’ survey

Officers’ Reports

Treasurer's Report - tabled to next month’s meeting

Promotions report - tabled to next month’s meeting

Communications - tabled to next month’s meeting

Business Advocacy - tabled to next month’s meeting

Beautification report - Spring/Summer 2019 flowers have been ordered

Co-ordinator's report - Note: 3-month staff contract has been signed, expiring **March 31st, 2019**

Other:

Municipal update

The Striking Committee met on Dec 5th and concurred that a couple of seats should be added in efforts to expand the BIA. Greg will soon be reaching out to those who have indicated an interest in being a part of the BIA’s board of directors. The new board will be officially appointed on December 17th, with nine members, two of which are Council representatives, being the Mayor (or their designate), Deputy Mayor, as well as the Past Chair until such time as there is a new Past Chair. It was also noted that appointments will be moving from the traditional 4-year term to a more versatile 2-year term.

Special note from Chairman: Dave would like to take this opportunity to thank everyone for their contribution to the BIA over the last term.

Next Meeting(s)

Executive Meeting: **Jan 9th, 2019** 8am at the Seniors Centre.

Please note that a **Downtown Strathroy Market** meeting is also scheduled for 7pm on Wednesday, **January 9th, 2019** at the Seniors' Centre. The Market's Executive Committee and vendors will be in attendance and BIA members are always welcome to attend too.

Adjournment: 8:53am

Secretary: _____ Date of Approval: _____