

The Creemore Business Improvement Area Board met in person at the Station on the Green on January 28, 2025, at 5:00 p.m.

Those in attendance were:

President: Nancy Johnston
Secretary: Linda de Winter
Treasurer: Sara Hershoff
Members: Heather Harding
Councillor: John Broderick
Guests: Jacquie Rushlow, The Keep Refillery
Alex Newton, Mill Street Vintage
Trina Barlow, Creemore Echo, Media
Tammy Yiu, Chin Chin
Jeremy Mantesso, Creemore Community Foundation
Regrets: Laurie Severn
Staff: Emma Coleman-Linney, Records Management Coordinator

1. Approval of Agenda

Resolution:

Moved by Linda de Winter, Seconded by Councillor Broderick, Be It Resolved that the Creemore Business Improvement Area Board hereby approve the agenda dated January 28, 2025, as presented. Motion Carried.

2. Disclosure of Disqualifying Interest and General Nature Thereof

Sara Hershoff declared an interest on item 4.3 Arts Fest Sponsorship.

3. Approval of Previous Minutes

Resolution:

Moved by Councillor Broderick, Seconded by Linda de Winter, Be It Resolved that the Creemore Business Improvement Area Board hereby approve the Minutes dated October 22, 2024 and November 26, 2024, as presented. Motion Carried.

The Board moved item 7.1 to this section of the Agenda for discussion.

7.1 Investigation of Alcohol in Parks

The Board had a discussion regarding allowing legal consumption of alcohol in the Village Green. Some members of the BIA were in attendance to provide comments. Below is a summary of those comments:

Jacquie Rushlow, Keep Refillery

- Believes it is a move in the right direction. The Village Green is a good location, will provide residents a reason to hangout in the downtown and businesses will likely benefit.

Heather Harding, Board Member

- Advised that it could raise a risk to businesses as patrons will be able to purchase their alcohol from anywhere and it could deter them from purchasing from places such as the Brewery. She believes it would also reduce foot traffic in other stores further down the street from the park.

Nancy Johnston, Board Member

- Aware that some public are drinking in the park, so why not make it legal.

Tammy Yiu, Chin Chin

- Discussed how this could affect businesses in positive and negative ways. She believes that it would be a positive incentive for the town.
- Added that the licensed restaurants and shops in town have very limited seating for patrons.

Jeremy Mantesso, Manager of Creemore Village Green

- Discussed Special Occasion Permits through the AGCO that are event specific and how this would work if the Village Green became a designated area where alcohol can be consumed

The Township's Records Management Coordinator provided a high level overview of considerations that Council will need to make if the BIA proposes this program

The Board discussed taking all points into consideration and meeting with Township staff to discuss the idea of legal consumption of alcohol in the park and the possibility of a pilot project.

4. Events

4.1 Events

- Nancy Johnston asked Jeremy Mantesso to provide an update on the stargazing event they had discussed. Jeremy advised that it is difficult to plan this type of event for a winter night and they will consider hosting stargazing in the spring and fall.
- Nancy Johnston asked Jeremy Mantesso about the success of the synthetic rink. Jeremy advised that the Creemore Community Foundation is considering purchasing a rink with larger dimensions for next winter.

4.2 Summer Solstice Committee

- Nancy Johnston advised that the Board should consider starting to plan for the Summer Solstice Event. The Board discussed creating a sub-committee for the planning and who would be involved.

Resolution:

Moved by Hearther Harding, Seconded by Councillor Broderick, Be It Resolved that the Creemore Business Improvement Area Board hereby approve the creation of a Summer Solstice sub-committee. Motion Carried.

4.3 Arts Fest Sponsorship

- Sara Hershoff advised the Board that the Arts Fest sub-committee is currently looking for sponsors and asked if the Board would be interested.

Sara Hershoff recused herself from further discussions and voting on this item.

- The Board discussed different sponsorships they could provide and wanted to support the Creemore Arts Fest weekend.

Resolution:

Moved by Heather Harding, Seconded by Linda de Winter, Be It Resolved that the Creemore Business Improvement Area Board hereby approve the sponsorship of Creemore Arts Fest in an amount up to \$3,250. Motion Carried.

Sara Hershoff resumed her seat for the remainder of the meeting.

5. Marketing

- Nancy Johnston advised that the Business Improvement Area website is 95% complete and will be live next month.
- Nancy Johnston advised that she would like to hire a photographer to take updated pictures of all the businesses involved in the Business Improvement Area for the website.

6. Financial Report

- Sara Hershoff advised the Board that they finished the fiscal year in good financial standing.
- Sara Hershoff also advised the Board that they received a HST cheque of \$8,000 last week.

Resolution:

Moved by Councillor Broderick, Seconded by Linda de Winter, Be It Resolved that the Creemore Business Improvement Area Board hereby receive the verbal Financial Report for information. Motion Carried.

7. New Business

7.1 Investigation of Alcohol in Parks

This item was discussed after item 3 of this Agenda.

7.2 Santa Claus Parade Float

- Sara Hershoff advised that the Board they received a very generous donation of \$12,500 for the construction of a new Santa Claus Parade Float.
- The Board discussed creating a sub-committee to oversee the construction of said float.

Resolution:

Moved by Heather Harding, Seconded by Councillor Broderick, Be It Resolved that the Creemore Business Improvement Area Board hereby accept the private donation of \$12,500 for the creation of a Santa Claus Parade Float. Motion Carried.

Resolution:

Moved by Councillor Broderick, Seconded by Linda de Winter, Be It Resolved that the Creemore Business Improvement Area Board hereby approve the creation of a Santa Claus Parade Float sub-committee. Motion Carried.

7.3 Creemore Street Scape

- Nancy Johnston provided an update that she has completed an initial walk through of the town with Township staff and that the Street Scape plans are moving along well.

8. Next Meeting

February 25, 2025, at 5:00 pm

9. Adjournment

Resolution:

Moved by Councillor Broderick, Seconded by Linda de Winter, Be It Resolved, that the Creemore Business Improvement Area Board Meeting hereby be adjourned at 6:07 p.m. Motion Carried.

Nancy Johnston, President

Emma Coleman-Linney, Records Management Coordinator

Board & Committee Meeting Minutes are not a Final Document of the Corporation until adopted by the Board/Committee.