

Creemore BIA Board Meeting Minutes

The Creemore Business Improvement Area (BIA) Board met in person at the Station on the Green on March 25, 2025, at 5:00 p.m. However, due to quorum issues the meeting did not officially begin until 5:42 p.m.

Those in attendance were:

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| President: | Nancy Johnston |
| Treasurer: | Sara Hershoff |
| Members: | Laurie Severn |
| Councillor: | John Broderick |
| Guests: | Jeremy Mantesso, Creemore Community Foundation |
| Regrets: | Heather Harding Linda de Winter |
| Staff: | Emma Coleman-Linney, Legislative Coordinator - Records Management Shannon Peart, Legislative Coordinator – Committee & Boards |

1. Approval of Agenda

Resolution:

Moved by Councillor Broderick, Seconded by Laurie Severn, Be It Resolved that the Creemore Business Improvement Area Board hereby approve the agenda dated March 25, 2025, as presented. Motion Carried.

2. Disclosure of Disqualifying Interest and General Nature Thereof

None.

3. Approval of Previous Minutes

Resolution:

Moved by Sara Hershoff, Seconded by Laurie Severn, Be It Resolved that the Creemore Business Improvement Area Board hereby approve the Minutes dated January 28, 2025, as corrected. Motion Carried.

4. Events

4.1 Easter Egg Hunt

The Clearview Community Church will host an Easter Egg Hunt on Saturday, April 19th, at 10:00 a.m., featuring kids' activities such as face painting, live music, and raffle prizes. The Creemore BIA membership will contribute special eggs with trinkets and chocolates.

4.2 Turas Mor

Discussion of Turas Mor event will be postponed to a later meeting.

4.3 Summer Solstice

The Creemore BIA Summer Solstice event is scheduled for Friday, June 20th, 2025. This will be the third year of the event, featuring a band, food trucks, flower crown makers, face painters, and a cash bar fundraiser. The event will run from 5:00 p.m. to 10:00 p.m., with an expected attendance of 1,000 people.

4.4 Halloween Event

Sara Hershoff provided an update on the 2025 Halloween event, scheduled for Friday, October 31st. Village Green will form a planning committee, and the Creemore Echo will provide tents. The event will feature trick-or-treating on Main Street in a tailgating setup. Budget discussions are ongoing.

5. Marketing

The Board moved item 6.5 to this section of the agenda.

6.5 Social Media Agreement with Kelly Fraser

Kelly Fraser's 3-month trial for social media management for the Creemore BIA has been successful, with strong engagement. It's recommended to continue her services until December 31, 2025.

Resolution:

Moved by Laurie Severn, Seconded by Sara Hershoff, Be It Resolved that the Creemore Business Improvement Area Board enters into an agreement with Kelly Fraser to provide social media services until December 31, 2025 in the amount of \$400.00 per month. Motion Carried.

5.2 Summer Event Flyer Cards

A card with a listing of all Creemore events will be created, and A-frame signs will be used for display. An inventory of at least eight signs will be checked, and additional signs can be purchased if needed. Nancy Johnston and Sara Hershoff to meet this Friday to review the listing and will send to Laurie for final approval.

5.3 On The Bay Magazine Feature

The next edition of On The Bay Magazine will feature Creemore, including contributions from Nancy Johnston from the Bank Cafe, Jeremy Mantesso from the Village Green, and Nadine from Purple Hill Arts & Heritage Society. Kelly Fraser will manage the social media release when the feature is published.

6. Financial Report

The Board moved item 6.3 to this section of the agenda.

6.3 Creemore Downtown Streetscape Project

The Board discussed funding sources for the Streetscape plan, focusing on savings and donations to ensure sustainability and effective allocation. The project's total cost will be shared equally between the Township of Clearview, the Creemore BIA, and the Community Foundation. A joint committee, composed of representatives from each organization, has been established, and they have contracted ERA to manage the initial phases of the project. Phases one and two are expected to be completed by the end of 2025.

Resolution:

Moved by Laurie Severn, Seconded by Councillor Broderick, Be It Resolved that the Creemore Business Improvement Area Board hereby:

- 1) Receive for information the Proposal for the Mill Street Streetscape Plan as outlined under Council Report CAO-001-2025; and,
- 2) Support the continuation of Nancy Johnston, Laurie Severn and Heather Harding as representatives of the BIA on the Streetscape Committee for Downtown Creemore; and,
- 3) That the Board approve allocating up to \$23,000, plus HST from their savings to the Creemore Downtown Streetscape project for 2025. Motion Carried.

6.1 Financial Report

Sara Hershoff, Treasurer provided a verbal financial update. The 2024 financials have been provided to the Township's financial analyst, Stuart Schilling. In addition, the Creemore BIA is on track for spending for 2025.

Resolution:

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

6.2 Billboard Invoice and Usage

Sara Hershoff, Treasurer, provided an update on the billboard. The Board received an invoice for the billboard on County Road 42, which lacked a formal service agreement. They had previously considered it a charitable donation and never paid for it since its erection in 2017. The board discussed options including disputing the charge, negotiating a reduced fee, or removing the billboard.

The Board discussed allocating a budget for future billboard use, exploring alternative locations and costs, and debating the value of the current expenditure, including requesting a waiver for last year's fee. Nancy Johnston and Sara Hershoff will follow up on the invoice and bring any necessary updates back to the Board.

Resolution:

Moved by Sara Hershoff, Seconded by Councillor Broderick, Be It Resolved that the Creemore Business Improvement Area Board approves an amendment to the 2025 budget by allocating an additional \$4,000.00 for additional marketing efforts. Motion Carried.

6.4 Amended Creemore BIA 2025 Budget

Sara Hershoff, Treasurer provided a verbal financial update. Significant changes in income and spending were discussed. Donations for the Santa Claus Parade Float increased due to a one-time donation, while Brewery donations were reduced. Social media and marketing budgets saw significant increases, with additional funds allocated for further marketing efforts.

Savings were found in tree and chair expenses, and seasonal décor costs were reduced this year. A potential new line item for the Streetscape project was proposed for the amended 2025 budget. Sara Hershoff will provide amended 2025 budget to present for the April 29th, 2025, meeting.

Recommendation:

Be It Resolved that the Creemore Business Improvement Area Board hereby:

- 1) Approve the amended 2025 BIA Budget as presented, including the Streetscape project amount; and,
- 2) That two representatives of the BIA Board make a delegation to Council before the end of May 2025, to present the amended BIA Budget.

Resolution:

Moved by Sara Hershoff, Seconded by Councillor Broderick, Be It Resolved that the Creemore Business Improvement Area Board defer this item to the next meeting, on April 29, 2025. Motion Carried.

7. New Business**7.1 Father's Day Event**

The Creemore Springs Brewery is planning a Father's Day event, details to follow at a later date.

7.2 Oktoberfest Event

Oktoberfest event is scheduled for late September. This will be a collaborative event. Details to follow at a later date.

7.3 Community Events Calendar

A community calendar will be created to include events open to the public, particularly those hosted by Creemore Village Green. A promotional email will be sent out featuring a collective calendar of events to encourage Creemore BIA membership awareness and greater community participation.

7.4 Professional Pictures & Website Updates

Professional pictures of each Creemore BIA business will be featured, and a "What's Happening" section will be added to the website with updates to the event calendar. Sara Hershoff to audit the Creemore BIA website and suggest improvements.

8. Next Meeting

April 29, 2025, at 5:00 p.m.

9. Adjournment

Resolution:

Moved by Councillor Broderick, Seconded by Sara Hershoff, Be It Resolved that the Creemore Business Improvement Area Board meeting hereby be adjourned at 6:42 p.m. Motion Carried.

Nancy Johnston, President

Shannon Peart, Legislative Coordinator – Committee & Boards

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