



Creemore Business Improvement Area Board Meeting Agenda

Tuesday, April 18, 2017 at 7:00pm
Station on the Green
10 Caroline St. W

- 1. Call to Order**
- 2. Approval of Agenda**
- 3. Declarations of pecuniary interests and the general nature thereof.**
- 4. Approval of the minutes of the February 15th, 2017 Meeting**
- 5. Business Arising from General Meeting**
- 6. Committee Approvals**
- 7. Public Participation**
 - a. Log Cabin Committee presentation
 - b. Creemore Springs Brewery to share 2017 event lineup
 - c. Vintage Festival Update
 - d. Dave Huskinson
- 8. Events**

Bird Day – report attached

 - a. Recommendation – Be it resolved accepts the Bird Day Report as presented.
 - b. Recommendation – Be it resolved that the BIA appoint the committee and approve the budget as stated in the report.
- 9. Marketing**
- 10. Treasurers' Report**
 - a. First quarter financials
 - i. Recommendation – Be it resolved that the financial report be received
 - b. Budget discussion and update
- 11. Constitutional Update**
 - a. Member input period

DRAFT By-law 1 Creemore BIA Constitution
BIA Constitution Report
BIA Governance Presentation
- 12. Other Business**
 - a. Shed behind Foodland – they want our stuff out

b. ATV's issue

- i. Recommendation - Be it resolved that the following statement be adopted in regards to vehicle related concerns with in the Creemore BIA.

"The Creemore BIA welcomes all visitors to our village. Regardless of how our visitors arrive their safety is of the utmost concern to us. We rely on the MTO, OPP, Simcoe County and Township of Clearview to create and apply appropriate criteria and enforcement measures to safeguard residents, visitors and business owners as well as their property where vehicles are involved"

13. Adjournment

Bird Day 2017 - Event Overview

Event Overview	Information	Outcomes and notes
Event Name	Happy Bird Day	
Event Date	Saturday, May 13	
Event time	11 a.m. to 3 p.m.	
Event Location	Throughout Creemore	
Committee/Event Chair		
Committee Members	Joan Gordon, Denise, Laurie Copeland, Jackie Durnford, Sara Hershoff, Nancy	
Event Description	Happy Bird Day. Creemore Celebrates International Migratory Bird Day	
Event Objective	Public outreach by the Creemore BIA, Creation of decor elements for the BIA, love up birds and use this position to market creemore as an envirofriendly/nature loving community, attract tourists, encourage health active living	
Target Market	Business Owners, Residents, Visitors from within 100 kms	
Desired Outcomes	Media interest from within 30 kms from 200 visitors coming for bird activities 80% participation by BIA members	
	Budgeted	Actual to April 11
Exp	\$1,500.00	\$1,013.00
Budgeted Income	600	\$850.00
P&L	-\$900.00	-\$163.00
Volunteer Hours required	6	0

Bird Day 2017 - Action Plan

Action Plan				
Desired outcomes	Actions	Owner	Due Date	Outcome
Create events and activities	Contact Randy Munger for Dove Launch	Jackie		
	Contact community groups	Sara		
	Adult program - free	Sue Miller		
	Kids program/contest - free	Nancy Johnston		
200 visitors/event attendees	promotion as per media plan	Laurie and Sara		
	Contact every store and encourage bird decor, bird specials and bird activities. Provide possible program ideas and support.	Laurie, Sara and Nancy as part of media plan		
80% participation rate by businesses				
Health active living	Public campaign	Laurie and Sara		

Bird Day 2017 - Budget

Budget Item	Value	Inkind	Budgeted	Actuals 2016	HST
			\$0.00		
Programming/contest	\$250.00		\$250.00		
Bird Houses	\$800.00		\$800.00	\$1,013.00	161.03
Promotion	\$250.00		\$250.00		
Contingency	\$200.00		\$200.00		
Subtotal	\$1,500.00	\$0.00	\$1,500.00	\$1,013.00	161.03
Income	Maximum	Target	Budgeted	Actuals	
Creemore Springs			500	\$500.00	
TD		0		\$350.00	
GC for prizes		100	100		
Subtotal	0	100	600	\$850.00	

Bird Day 2017 - Form Responses 1

Timestamp	Email Address	Business or community group name	Contact Name	Contact Phone	I am interested in participating	I will decorate my business with a bird theme between April 30 and May 13.	I will provide a free community program with a bird theme. Here is the name of the program, time it will occur, location of the event and a brief description of what I will do.	I will provide the following bird-based promotion, sale, special menu, or customer incentive in store to be included in BIA Happy Bird Day marketing.	I will provide a gift certificate for winners of our birdhouse decorating contest.	I will help promote the initiative by Facebook, Instagram and/or other social media. Please send me images, photos, etc.	I would like to participate but am looking for ideas. Please contact me with possible ideas for participation.	I have a great idea I am willing to implement. Here is what I think of this initiative by the Creemore BIA.	Here is what I think of this initiative by the Creemore BIA.
3/17/2017 21:24:14	nancyjohnston6552@gmail.com	Bank Cafe	Nancy Johnston	416-315-7255	Yes	Yes	Onsite bird house painting 1-4 for children coinciding with a contest of sorts. Birds & Bees, 11-12, under the tent at front of the 100 Mile Store. Creemore coffee company will provide information related to the coffee growing industry and bird friendly growing practices and samples of bird friendly coffee.	Onsite painting day	Yes	Yes	Yes	Love it	
3/23/2017 17:54:37	info@100milestore.ca	Creemore 100 Mile Store	Jacqui or Sandra	705-465-3514	Yes	Yes	Liberty Insurance presents this - but will provide Maps to the Mulmur Forest Viewing with Curoseley House Book Store the Echo will do a bird scavenger Hunt throughout Creemore. We will ask store owners to place a bird notice in their window and provide scavenger hunt sheets at participating stores. Anyone who finds all of the birds can take their sheet to Curoseley House for a book giveaway.	Give the Putter will have unique hand made coffee mugs featuring our areas respiratory birds.	\$15	Yes	No	Blending the business with coordinating colours (bird houses) Our feeders are out and we have great access to local walking trails up the Backmount and along the West River	Awesome! Wonderful Spring Welcome to Spring the BIA novel
3/24/2017 10:52:05	pcleary@gmail.com	Mountain Ash Farm	Patricia Cleary	705 468 2120	Yes	Yes	Liberty Insurance presents this - but will provide Maps to the Mulmur Forest Viewing with Curoseley House Book Store the Echo will do a bird scavenger Hunt throughout Creemore. We will ask store owners to place a bird notice in their window and provide scavenger hunt sheets at participating stores. Anyone who finds all of the birds can take their sheet to Curoseley House for a book giveaway.	Bird Walkers, Special Room Rate - Booked directly with us	\$25	Yes	No	Fun and imaginative.	
3/24/2017 11:59:46	sara@creemore.com	The Creemore Echo Seasons In Creemore	Sara Herzhoff Demee	705-468-9908 705-468-9278	Yes	Yes	Full page spread for the BIA based on advertiser support. Free colour to all advertisers who choose to promote their in-stores specials.	Bird feed, feeders, bird houses	\$25	Yes	No		
3/29/2017 16:43:01	claytonculham@gmail.com	Claremont Community Church	Clayton Culham	705 331 3611	Yes	Yes	Will decorate space in Station on the Green	TBD	No	Yes	No	Very creative! I hope it takes off	
3/29/2017 11:19:35	publioprogramming@deanview.ca	The Clearview Public Library	Mahela McKenzie	705 429-3585	Yes	Yes	Offer the Owl (the library mascot) presents interactive arts & crafts "with mothers" - free fun for the whole family	Let me see what I can hand up... Celebrate Mother's Day In An Old Fashion Way at St. John's High. Yes, St. John's United Church. 2 sittings at 2:00 pm & 7:00 pm. Enjoy the, funny parades, games, and treats for \$10.00. Enjoy the experience even more by dressing in high tea fashion. Guest will include a bake sale table. Tickets available by calling Lynn: 705-466-3128 or Mahela: 705-466-4554. Fundraising proceeds will be going towards church hall renovations	Yes	Yes	Amazing opportunity! I just researched this and you have discovered a WINNER!		
4/4/2017 13:44:05	lgowan@rogers.com	St. John's United Church	Lynn Gowan	705-466-3125	Yes	The Church will decorate	It will be on May 12th starts at 10-12 at 100-river side street 151 mile street. We will make many brilliant coloured birds out of card stock Randy Margen, the founder of Release a Dove 1990 will provide a brief history of the "duck dove" and it's role in the modern development of collaboration. A Live Dove release will follow this presentation. This will take place at The Bank Cafe from 12p-1pm	As the craft is free what will be our promotion	No	Yes	No	great idea	
4/4/2017 16:36:25	detatquecreemore@yahoo.ca	Hilow Cedar Winery and Baroque	detat-que	705 735 5733	Yes	Yes			No	Yes	No		
4/7/2017 15:56:18	sandipoodman6@gmail.com	White Wings Release A Dove	Sandi Goodman	4164562723	Yes	Nancy's			No	Yes	No		