

Creemore BIA Board Meeting Minutes

The Creemore Business Improvement Area (BIA) Board met in person at the Station on the Green on April 29, 2025, at 5:00 p.m.

Those in attendance were:

President:	Nancy Johnston
Treasurer:	Sara Hershoff
Members:	Heather Harding Linda de Winter
Councillor:	Councillor Broderick
Regrets:	Laurie Severn
Staff:	Shannon Peart, Legislative Coordinator – Committee & Boards

1. Approval of Agenda

Resolution:

Moved by Councillor Broderick, Seconded by Sara Hershoff, Be It Resolved that the Creemore Business Improvement Area Board hereby approve the Agenda dated April 29, 2025, as presented. Motion Carried.

2. Disclosure of Disqualifying Interest and General Nature Thereof

None.

3. Approval of Previous Minutes

Resolution:

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

4. Events

4.1 Easter Egg Hunt Follow-Up

The committee noted that the event ran smoothly and reported that it was a busy day.

4.2 Summer Solstice Update

Nancy Johnston provided an update on the event planning and advised that logistics are progressing well, with entertainment, vendors, and décor arrangements confirmed. A follow-up call with the photographer is planned. The next meeting will focus on finalizing remaining event details.

4.3 Tuross Mor Reminders and Update

Heather Harding provided an update on event preparations, including advertising, community outreach, and road closure notifications. Promotional materials will be distributed to businesses, and street sweeping and cleanup are scheduled for the week of May 19th. Additional posters will be put up, and follow-up with local contacts is ongoing.

5. Marketing

5.1 Billboard Update

No update, Sara Hershoff has not yet been in touch with the landowner regarding the billboard fee.

5.2 Rack Card Update

Nancy Johnston presented the rack card, noting it is still a work in progress. Nancy Johnson will collaborate with Sara Hershoff to finalize it, with a target release date of May 24, 2025. Further updates to follow.

5.3 A Frames for Summer & Fall

Sara Hershoff reported that the A-frames for the Summer Solstice are ready, and the remaining ones will be completed soon. The committee to check the shed to count the total number of A-frames available. The A-frames will be used for upcoming events, including Sunday in the Park, the Arts Festival, and the Harvest Festival, to ensure good exposure.

5.4 Engagement to Community Events Calendars

Nancy Johnston shared that Jeremy Mantesso has added events to the calendar, making it appear more active. Plans include changing the colors and adding a QR code for direct access to the calendar, with an effort to integrate it with Creemore Village Green online calendar. Jeremy will provide an update at the next meeting.

6. Financial Report

6.1 Financial Report

Sara Hershoff, provided a verbal summary of the current financial position, including a review of the profit and loss statement and account reconciliations. The Creemore BIA is currently showing a net income of \$33,723.02. As of the end of March, the bank balance stands at approximately \$96,961.37. Ongoing discussions are taking place regarding a donation from the brewery.

Resolution:

Moved by Linda de Winter, 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 Amended Creemore BIA 2025 Budget

Sara Hershoff, provided the amended Creemore Business Improvement Area 2025 Budget verbal update.

Resolution:

Moved by Sara Hershoff, Seconded by Linda de Winter, 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 Nancy Johnston and Sara Hershoff, members of the Creemore Business Improvement Area Board, make a delegation to Council at the May 26, 2025, Council Meeting to present the amended BIA Budget. Motion Carried.

7. New Business

7.1 Street Decor

Rural Roots will make the downtown flower arrangements. Flowers are to be well-soaked, and tanks filled as needed. Work is expected to begin in early June, with no specific start date confirmed.

7.2 Santa Claus Parade Float

A designer has been hired to design the Santa Claus Parade float. They are expected to attend the next meeting to present preliminary designs.

8. Next Meeting

May 27th, 2025, at 5:00 p.m.

9. Adjournment

Resolution:

Moved by Heather Harding, Seconded by Sara Hershoff, Be It Resolved that the Creemore Business Improvement Area Board meeting hereby be adjourned at 5:31 p.m. Motion Carried.

Original Signed By:

Nancy Johnston, President

Original Signed By:

Shannon Peart, Legislative Coordinator – Committee & Boards

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