



Creemore Business Improvement Area

MINUTES

May 15, 2018

7:00 p.m.

Station on the Green

Members Present: Jackie Durnford (President), Sara Hershoff (Treasurer), Laurie Copeland (Vice President), Councillor Thom Paterson (Council Representative)

Members Absent: Karen Gaudino (Secretary), Corey Finkelstein (Past President).

Staff Present: Edward Henley (Director of Finance/Treasurer), Cayla Reimer, Committee Coordinator

Guests: Kim Clarke (RT07), Dave Huskinson, Cheryl Robertson, Stephen Loewy, Laurie Severn, Darci and Emily Que

1. Welcome

President, Jackie Durnford called the meeting to order at: 7:09 p.m. welcomed the Board and guests and introduced Cayla Reimer, Committee Coordinator with Clearview Township.

2. Approval of Agenda

Resolution:

Moved by Sara Hershoff, seconded by Laurie Copeland, Be It Resolved that the Creemore Business Improvement Area Board hereby approve the May 15th, 2018 Agenda as presented.

Motion Carried.

3. Declaration of Pecuniary Interest by Members

No interest was declared.

4. Approval of Minutes of the Previous Meeting – April 10, 2018

Resolution:

Moved by Sara Hershoff, seconded by Jackie Durnford, Be It Resolved that the Creemore BIA Board hereby approve the Special Meeting Minutes dated April 6th, 2018 and the Minutes dated April 17th, 2018 as presented.

Motion Carried.

5. Public Participation

Dave Huskinson complimented the Creemore BIA on the new website and inquired on the ranking systems, such as tripadvisor; to get more search hits. Dave shared website reviews on the Caboose B&B and the Creemore BIA Businesses. Dave discussed rack cards and inter-business promotions.

Sara discussed the new website, and continuing work to be done. The Creemore BIA Rack Cards are event focused and should be ready for the weekend. Laurie Severn informed the BIA that the Rack Cards for the Vintage Festival should be ready soon.

Darci-que requested the Creemore BIA show support for Miller's Dairy with cow logo's in the local shops during the Car event scheduled to be held July 14th, 2018. Darci would like to donate a wooden cow for photo opportunities at the event. The Creemore BIA will put Darci on the next BIA agenda to discuss a "Cars and Cows day" theme for the July 14th, 2018 event.

6. RTO7 Presentation

Kim Clarke presented background information about Regional Tourism Organization 7, and the various marketing, partnering, and collaboration programs the organization offers.

The BIA discussed the possibility of hosting a workshop with RTO7.

7. Financial

Director of Finance/Treasurer, Edward Henley provided the board with information regarding; Clearview Bookkeeping services, donation receipts, e-transfers. Edward discussed outstanding HST and the year end financial statements.

Resolution:

Moved by Jackie Durnford, seconded by Laurie Copeland, Be It Resolved, that the Creemore BIA Board hereby approve e-transfer notifications to be sent to the Creemore BIA Treasurer.

Motion Carried.

Treasurer, Sara Hershoff noted the BIA should be mindful of HST when setting ticket/event prices, and that levees and donations are not subject to HST.

Resolution:

Moved by Councillor Thom Paterson, seconded by Laurie Copeland, Be It Resolved, That the Creemore BIA Board hereby approve the purchase of a gift for John, valued at \$100 from various Creemore BIA businesses as a thank you for all he has done with the BIA.

Motion Carried.

8. Treasurer's Report

None.

9. Events

9.1 Vintage Festival

Laurie Severn updated the Board on the upcoming Vintage Festival and how well the partnership program with RTO7 is going. The Vintage Festival has a 90,000 person reach and has had 3,000 views on their website, with funnels to the BIA website and Facebook pages.

10. Marketing

10.1 Rack Cards

Rack Cards are event based and should be ready by the weekend.

10.2 Website

Sara informed the Board that the website is up. It is simplified with basic information and upcoming events. BIA members are encouraged to use the "@ExperienceCreemore" tag to add event listings to the Experience Creemore BIA web page. The Board discussed adding a widget/analytic type counter to collect webpage visitor data.

10.3 Photography Project

As a short-term solution to having a digital media database created for marketing purposes, the President, Jackie suggested using the Creemore Echo's photography to create a database of digital media. \$100 for three (3) photos and \$25 for each photo thereafter, with unlimited use and rights.

11. New/Unfinished Business

11.1 Watering Contract

The President, Jackie Durnford presented the Board with a watering contract from Cheryl Brown (attached as information).

11.2 Bicycle Potters

Councillor Thom Paterson informed the Board that the bicycles and tree guards do not pose a by-law infringement.

11.3 Street Closures

Councillor Thom Paterson informed the Board he had spoken with the General Manager of Transportation and Drainage, Gerry LeMay regarding the street closures process. Councillor Paterson advises that the BIA will be aware of any events requiring road closures. The BIA will have the opportunity to comment on possible road closures.

11.4 Street Cleaning

The second round of street cleaning is to begin this week. The Board voiced concerns about parked vehicles and have requested that notice be given as residents would be happy to move for the cleaning.

11.5 Parking Areas

Yellow hatching will be painted to prevent vehicles parking too close to the corner. The street will lose a total of two parking spaces to create the safer and legally required nine (9) metre distance.

The handicap spaces will be re-painted as well.

11.6 Beautification

Tree guards and bicycles are in place. The Board discussed other beautification ideas and would like to get the benches painted before the Vintage Festival.

12. Adjournment

Resolution:

Moved by Councillor Thom Paterson, Be It Resolved that the Creemore BIA Board meeting be adjourned at 9:13 p.m.

Motion Carried.

Next Meeting: Monday, June 25th, 2018 at 7:00 p.m.

Jackie Durnford, President

Cayla Reimer, Committee Coordinator