



CLEARVIEW

## Creemore Business Improvement Area

### MINUTES

July 17, 2018

7:00 p.m.

Station on the Green

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**Members Present:** Jackie Durnford (President), Sara Hershoff (Treasurer), Laurie Copeland (Vice President), Corey Finkelstein (Past President), and Councillor Thom Paterson.

**Members Absent:** Karen Gaudino (Secretary).

**Staff Present:** Steve Sage (CAO), Pamela Fettes (Clerk) and Cayla Reimer, Committee Coordinator

**Guests:** Laurie Severn, Pere Armengol, Nancy Johnston, Rebecca Brown, Sadie Finkelstein, Heather Harding, Darci and Emily Que

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#### 1. Welcome

President, Jackie Durnford welcomed the Board and guests then called the meeting to order at: 7:04 p.m.

#### 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 July 17<sup>th</sup>, 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 – June 25<sup>th</sup>, 2018

**Resolution:**

Moved by Sara Hershoff, seconded by Laurie Copeland, Be It Resolved that the Creemore BIA Board hereby approve the Minutes dated June 25<sup>th</sup>, 2018 as presented.

Motion Carried.

## **5. Township Update**

Clerk, Pamela Fettes provided information regarding the upcoming implementation of the Integrity Commissioner and the roles and duties of the position. Pamela made a brief presentation of the Code of Conduct; what it is, where to find it and what it means to Council appointed boards/committee members/volunteers. The Township will host a training and information session so all appointed volunteers will have a better understanding of the Code of Conduct, the Integrity Commissioner and the volunteer roles and responsibilities. The training session will provide the background knowledge and information for the creation of the Code of Conduct, Boards/Committees version.

The Board expressed concern that the introduction of an Integrity Commissioner and Code of Conduct could intimidate new volunteers, and that educating the public is paramount. It was noted that the integrity commissioner's focus is on education over reprimand, and that these are excellent tools that volunteers can use to their advantage.

CAO, Steve Sage informed the Board that the new signage for the branding exercise have been approved. Creemore will receive two entrance signs designed with pictures from the Village.

Steve also informed the Board that the Beautification and community improvement grants are 80% used. The Township is reviewing a transit service with a route around Creemore to Stayner. The report is drafted and will hopefully, be presented to Council July 30<sup>th</sup>. The service has not been budgeted for 2018, but would likely be added to the 2019 budget. Technical and scheduling details need to be addressed before a pilot project is considered.

## **6. Public Participation**

None

## **7. Financial**

Treasurer, Sara Hershoff provided the Board with a verbal update.

## **8. Events**

### **8.1. Creemore Children's Festival**

Vice-President, Laurie Copeland updated the Board on the Creemore Children's Festival, August 4<sup>th</sup>, 2018. It is planned to be bigger and better than last year, headliners Leahy – Next Generation will be the main event concert taking place at noon. The Festival is pleased to have the Simcoe

County Elementary Teachers Federation, Occasional Teachers and DEC's as sponsors for this year's event, along with many other great sponsors and organizations who make the festival great.

The Board would have liked a greater turn out of business owners to discuss street space and store front areas as the space is needed for the festival, and to gain feedback and insight to make this event better than the last.

Guests at the meeting voiced their comments/concerns;

- Dogs should be recommended to stay at home,
- More toilets,
- First aid,
- Street Maps – made available,
- Tractor shuttle from parking area to festival, and
- Single use plastic water bottles – Vendors have been asked not to bring them as promotional tools.

The festival will only have two places to spend money, aside from the local shops; the Children's Market and the food court area. The food court has 10 vendors and a certified food handler onsite to supervise the food court area/vendors.

Marketing – The Children's Festival marketing has a 2hour drive reach. Over \$7,500 has been spent in Creemore since the RTO7 advertising partnership. Event organizer, Laurie Copeland provided guests with a colouring page and rack card to hand out (attached). Any comments, or concerns have been asked to be directed to Laurie.

## **8.2 Copper Kettle Festival**

Guest, Heather Harding from Creemore Springs Brewery updated the Board on the event plans and details for the Copper Kettle Festival, August 25<sup>th</sup>, 2018. Heather informed the Board of a few site plan changes which she hopes will promote more activity at the far end of the street.

## **9. Communications**

### **9.1 Food Vendors/Trucks**

Treasurer, Sara Hershoff informed the Board and guests of the reoccurring concern the BIA restaurants have with food vendors/trucks during BIA events. Sara will go to each eatery to gain insight as to how many meals each restaurant can serve for a variety of events, and to inform the owners about the correlation between events and food. Sara will create a spread sheet for event organizers to reference when considering food/people ratios.

### **9.1 Letter**

Vice-President, Laurie Copeland presented a letter from Ross Lotto detailing his concerns regarding the negative impacts his business faces due to the increased Saturday summer events in which the main street is closed

(attached). President, Jackie Durnford has responded on behalf of the Creemore BIA, Councillor Thom Paterson would like to speak to him in person. The Board, with present event organizers discussed the potential to move events that require road closures to take place on Sundays as opposed to Saturdays.

## **10 New/Unfinished Business**

### **10.1 Creemore Classic Car Show**

Past- President, Corey Finkelstine updated the Board on the success of the Car show, July 14<sup>th</sup>, 2018. There were close to 300 cars, fewer cars potentially due to the forecasting of thunderstorms, however; many shops experienced increased sales.

**11 Next Meeting** – August 21<sup>st</sup>, 2018 at 7:00 p.m.

## **12 Adjournment**

### **Resolution:**

Moved by Laurie Copeland, Be It Resolved that the Creemore BIA Board meeting be adjourned at 8:40 p.m.

Motion Carried.

Date Minutes approved: August 21<sup>st</sup>, 2018

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Jackie Durnford, President

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Cayla Reimer, Committee Coordinator



**DON'T MISS THE BEST  
PLAY DATE OF THE SUMMER  
SATURDAY AUGUST 4**

Celebrate Childhood  
in Downtown Creemore  
Free Family Fun 10AM to 4PM

LIVE ENTERTAINMENT • MUSIC • MAGIC • ART • PLAY

**CREEMORE**  
CHILDREN'S FESTIVAL

[www.creemorechildrensfestival.com](http://www.creemorechildrensfestival.com)

# CREEMORE

## CHILDREN'S FESTIVAL

THE BEST PLAY DATE OF THE SUMMER  
**SATURDAY AUGUST 4<sup>TH</sup>**

We are beyond excited to welcome to our main stage,  
**THE NEXT GENERATION LEAHY**



THEATRE ARCTURUS • SAWYER BULLOCK ILLUSIONIST  
CLIVE VANDERBURGH • NEEMA CHILDREN'S CHOIR  
BUBBLEOLOGY • BUSKERS • ART • PLAY • MORE

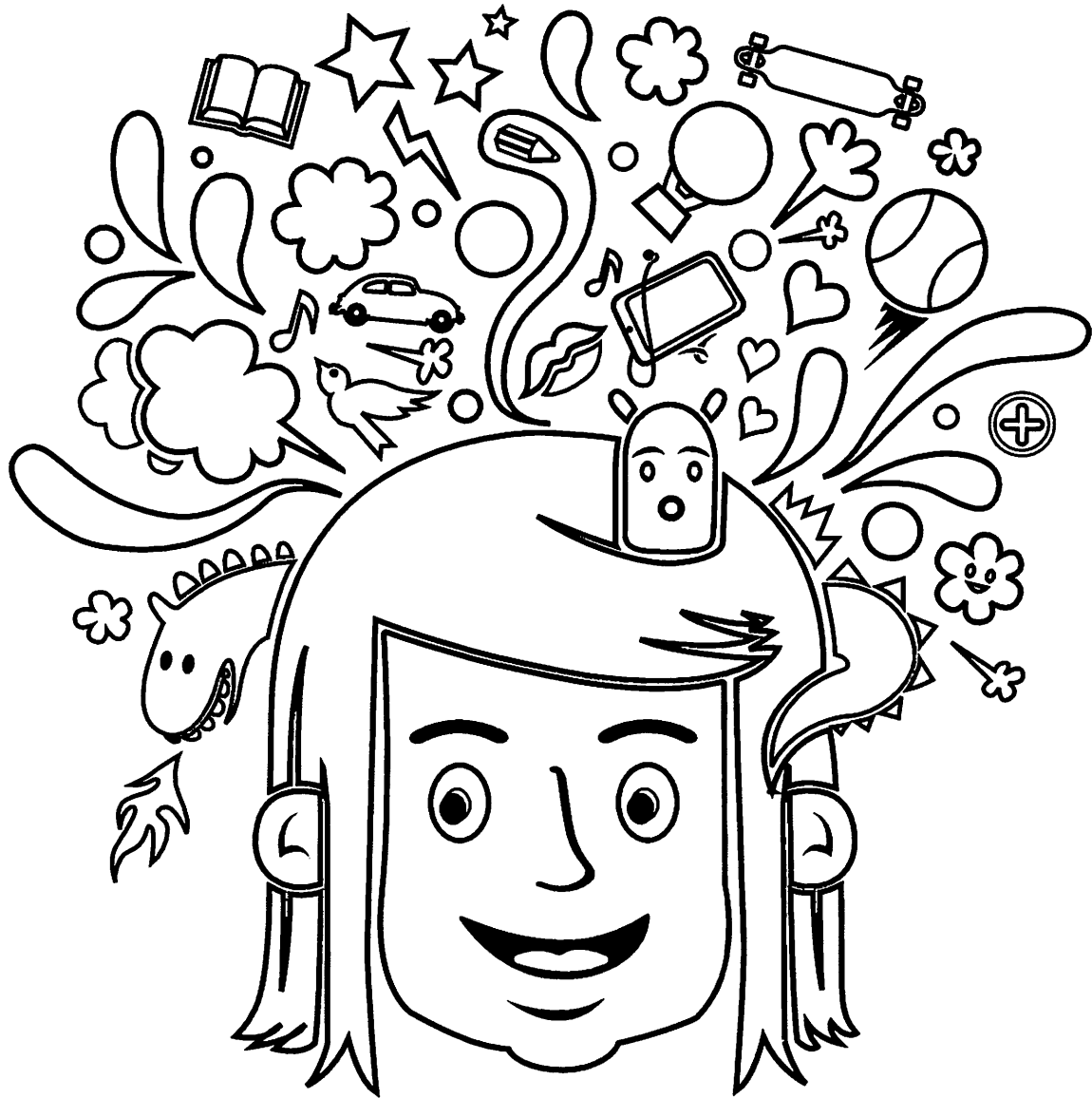
For performance times and activities visit

**[www.creemorechildrensfestival.com](http://www.creemorechildrensfestival.com)**



COLOUR 'N KEEP

Don't Miss The Best Play Date Of The Summer!  
**SATURDAY AUGUST 4<sup>TH</sup> 2018**



**CREEMORE**  
CHILDREN'S FESTIVAL

[www.creemorechildrensfestival.com](http://www.creemorechildrensfestival.com)

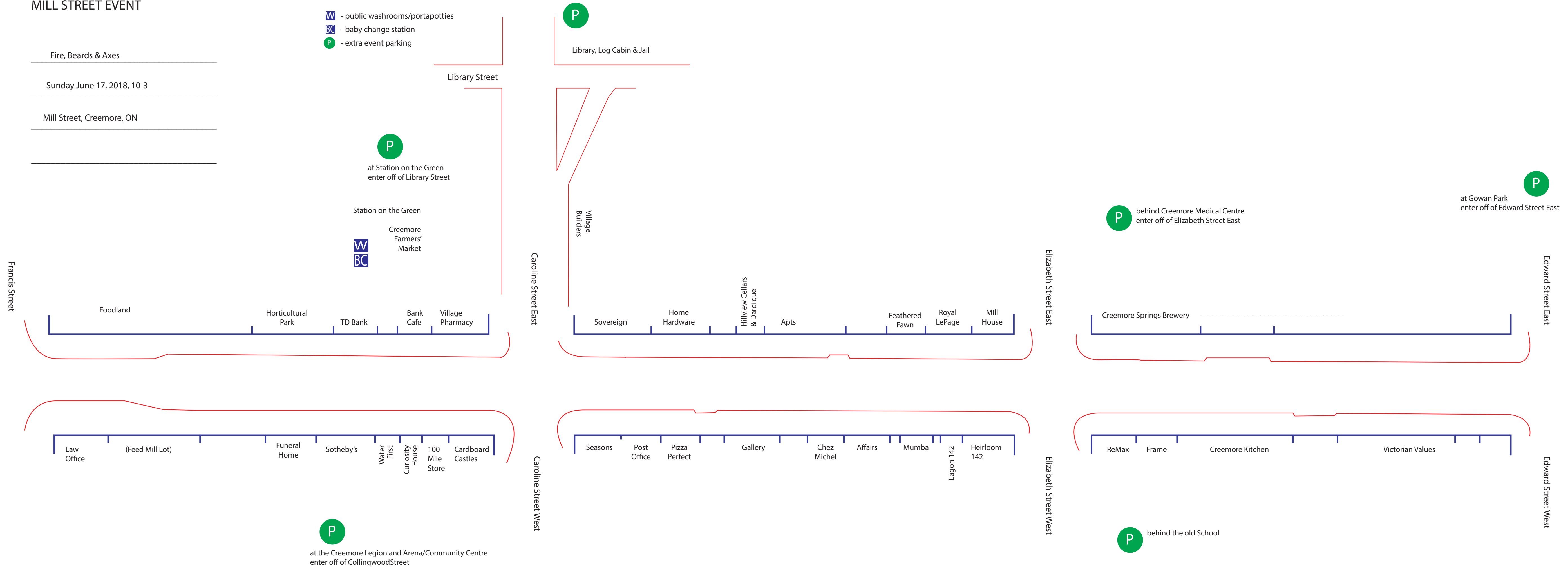
# MILL STREET EVENT

Fire, Beards & Axes

Sunday June 17, 2018, 10-3

Mill Street, Creemore, ON

- W** - public washrooms/portapotties
- BC** - baby change station
- P** - extra event parking





**From:** **Lotto, Ross** Ross.Lotto@homehardware.ca  
**Subject:** Street Closures during festivals  
**Date:** July 17, 2018 at 2:38 PM  
**To:** Creemore BIA store.gir@hotmail.com  
**Cc:** Laurie Copeland laurie@cardboardcastles.ca, Councillor Thom Paterson tpaterson@clearview.ca



Hello

I regret not being able to attend the meeting but would like to express an on going concern..

Every time Mill Street is closed on a Saturday the Hardware Store experiences a significant loss in sales and frustration to regular customers. (\$1,200.00 to \$2,000.00 lost sales PER event) The loss increases when the closing extends further along Mill Street and includes side streets.( ie. Caroline Street from Mill to the Library)

Street closures disrupt customers regular shopping patterns for the business that would have taken place in Creemore has moved to Collingwood, Wasaga Beach, Barrie or On-Line. Over the past Four years Saturday street closures have increased from 2 to 4 during the prime selling months with a fifth closure on a Sunday.The more customers get use to an alternate shopping pattern the less likely they are to return to shopping Creemore.

We have tried to bring in stock tailored for the events with very limited success . Last Saturday the Hardware Stores sales were down \$2,000.00 plus.

Best Regards

Ross

Creemore Home Hardware

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