



CLEARVIEW

Creemore Business Improvement Area

MINUTES

September 5th, 2018

7:00 p.m.

Station on the Green

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: Cayla Reimer, Committee Coordinator

Guests: Laurie Severn

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 Laurie Copeland, seconded by, Sara Hershoff Be It Resolved that the Creemore Business Improvement Area Board hereby approve the September 5th, 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 – July 17th, 2018

Resolution:

Moved by Councillor Thom Paterson, seconded by Sara Hershoff, Be It Resolved that the Creemore BIA Board hereby approve the Minutes dated July 17th, 2018 as presented.

Motion Carried.

5. Business arising from the Minutes

Councillor Thom Paterson gave a brief reminder of proper meeting procedures and time lines. Including 1 week's notice is given about upcoming meetings to both Board members and the Public as well as ensuring quorum is achieved prior to hosting a meeting.

6. Public Participation

None

7. Financial

Treasurer, Sara Hershoff provided the Board with a financial update (attached).

The Board discussed creating procedures and guidelines to ensure advertising money/donations and cooperative agreements are more regulated.

The Board discussed the Santa Claus Parade, as no fundraising has been completed as of yet. Sara and Cory have offered to head the "Santa Claus Parade Sub-Committee". Sara will oversee the administration side of things while Cory will Marshal the parade and investigate marching bands and a new banner. Jackie offered to investigate RTO7 grant funding.

8. Events

8.1 Christmas Committee

The Board discussed possible Christmas events for the BIA. Christmas Committee has been advertised. Jackie Durnford will chair the committee which includes; Laurie Severn and Laurie Copeland. The committee has a budget of \$5,000 and will try to recruit more members, share some ideas and come back to the Board for direction and movement.

9. Marketing

10. New/Unfinished Business

10.1. Billboard Replacement

Past president, Corey Finkelstein provided information about the sign located on Airport Road and is sourcing a supplier to create the 10x20 foot sign within the \$1,000 budget. Once the sign has been created Cory will replace the sign's light bulb.

10.2 Tourism Ontario Signs

The Board inquired about the Tourism Ontario Signs and who the Township contact person is.

10.3 Elections

The Board discussed election dates and procedures. The Board would prefer the Ballot Vote method.

Voting Day is scheduled for Tuesday January 22nd, 2019. The Creemore BIA will begin advertising for a Nomination Committee.

10.4 Harvest

The Horse & Hounds will be back this year.

10.5 2019 Budget

Councillor Thom Paterson reminded the Board that any recommendations of the Township need to be directed to Council to add in the Township budget process; roads to be paved, lines to be painted (Parking), hanging baskets, etc.

The Board discussed preparing the BIA budget. Events for 2019 should come forward at the next scheduled meeting to be included in the BIA Budget. The Board will review the proposals at the November monthly meeting and will be included in the AGM Agenda.

11. Next Meeting – October 16th, 2018 at 7:00 p.m.

12. Adjournment

Resolution:

Moved by Corey Finkelstein, Be It Resolved that the Creemore BIA Board meeting be adjourned at 8:48 p.m.

Motion Carried.

Date Minutes approved: October 16th, 2018

Jackie Durnford, President

Cayla Reimer, Committee Coordinator