



CLEARVIEW

## Creemore Business Improvement Area Membership

### MEETING MINUTES

January 15, 2019

7:00 p.m.

Station on the Green

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**Members Present:** Jackie Durnford (President), Sara Hershoff (Treasurer), Laurie Copeland (Vice President) NO QUORUM

**Members Absent:** Cory Finkelstein (Past President), Councillor Thom Paterson, and Karen Gaudino.

**Staff Present:** Sarah Corbett, Records Management Coordinator

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#### 1. Welcome

President Jackie Durnford welcomed members and called the meeting to order at 7:04 p.m. with no quorum present the following was discussed;

#### 2. Business Arising from the Minutes

##### 5.1 TD Bank Project

Lauri Copeland provided the membership an update on the TD Bank Project. She commented that a survey was administered online, and hand delivered. She noted that 20 or 39 had been returned by the membership. She commented that the results were presented to the TLC. She noted that the BIA not able to take a position at this time as no clear consensus of the membership has been shown.

##### 5.2 Shopping Event Survey Update

Sara Hershoff provided the membership an update on the Creemore Shopping Event survey.

#### 3. Public Participation

None.

#### 4. Financial Report

7.1 Treasurer, Sara Hershoff provided the Membership with an update of the BIA finances. She noted that she is working on the year end clean up of the accounts along with Township staff.

7.2 Treasurer, Sara Hershoff provided the Membership with a Budget presentation. She commented that it was preliminary based on the levy numbers only. There was a discussion about allocation of monies to the Station on the Green Board regarding the use of the washroom facilities. Sara to investigate where the 2018 funds were allocated from and follow up with the Station on the Green Board. The Board discussed crating an asset inventory and location document.

#### 5. Events

##### 8.1 Valentines

The Membership discussed the upcoming Valentines Day Event. Chair, Jackie Durnford commented that signage may be picked up after January 18, 2019 at the 100 Mile Store or the Creemore Echo. She noted that the greenery should be removed by January 31, 2019. Treasurer, Sara Hershoff noted that the Echo would be doing newspaper advertisements to promote the event.

## 8.2 Creemore Childrens Festival

Please see attached notice.

## 6. Marketing

None.

## 7. New/Unfinished Business

### 10.1 Elections

Jackie Durnford, Chair provided the committee with a report for information from Councillor Thom Paterson (attached).

**11.Next meeting** – Tuesday February 12<sup>th</sup>, 2019 at 7:00p.m.

## 12. Adjournment

With no further business to discuss the Creemore BIA Membership meeting be adjourned at 8:06 p.m.

Date Minutes approved: February 12, 2019.

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Jackie Durnford, President

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Cayla Reimer, Committee Coordinator



January 14, 2019

To all of our fans, sponsors, participants, volunteers and attendees, we extend our sincere gratitude for contributing to this spectacular event over the last 8 years. Without your collaboration, we could not have created what we created and played the way we played!

After all of these years of fun, the operating committee of the Creemore Children's Festival has made the difficult decision to cancel the 2019 event. Due to a challenging economy, depleted resources and an unsustainable operating model, organizers feel that we are not able to present a Festival that would meet the high standards of quality that audiences and funders have come to expect and deserve this year.

Our committee and volunteers have worked tirelessly to provide audiences, both locally and from a far with experiences that spark imagination, inspire creativity and foster appreciation for our community. We hope to reorganize and move forward in 2020.

**CREEMORE**  
CHILDREN'S FESTIVAL

THANK YOU TO OUR GENEROUS SPONSORS & SUPPORTERS



## REPORT TO COUNCIL

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**COMMITTEE REPORT:** COU- xxx-2019 Creemore BIA

**MEETING DATE:** January 21, 2019

**SUBJECT:** BIA Board of Management Election

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### RECOMMENDATION:

Be It Resolved, that the Council of the Township of Clearview hereby:

- 1) Receive this report from the Creemore BIA Nominating Committee for information.

### BACKGROUND:

In accordance with By-Law 17-118, Creemore Business Improvement Area Constitution, the BIA is currently conducting an election of directors to their 2018-22 Board of Management. The Board of Management is composed of 7 elected directors, plus the Past President and an appointed Council Representative.

### COMMENTS AND ANALYSIS:

A Nominating Committee was struck, the nomination period was opened from Dec 21, 2018 to 4:30 pm on January 11, 2019. Six certified nominations were received and acclaimed as elected by the Nominating Committee on Monday, January 14, 2019. The acclaimed new directors are:

Laurie Copeland - 172a&b Mill Street - Cardboard Castles  
darci-que Fishcl - 151 Mill Street - Hillview Cellars Winery  
Heather Harding - 139 Mill Street - Creemore Springs Brewery  
Sara Hershoff - 3 Caroline Street - The Creemore Echo  
Nancy Johnston - 179 Mill Street - Bank Cafe'  
Laurie Severn - 142 Mill Street - Heirloom 142

As one director position remains open, the nomination period has been extended to January 25, 2019 and the election date re-scheduled to February 19, 2019.

**CLEARVIEW STRATEGIC PLAN:**

Economic Activity - Small Business Attraction and Incubation  
Recreation And Culture - Downtown Beautification

**COMMUNICATION PLAN:**

Notice will be given through the Clerk's office by posting the names of the acclaimed BIA directors in the BIA section in the Committees section on the Township website. As well notice will be placed on the home page indicating the extended nominations period and the new election dates.

The BIA Nominating Committee will advertise the same notice in the local media.

**FINANCIAL IMPACT:**

None

**PREPARED BY:**

Thom Paterson, Creemore BIA Council Representative