



CLEARVIEW

Creemore Business Improvement Area Membership

MEETING MINUTES

February 19, 2019

7:00 p.m.

Station on the Green

Members Present: Jackie Durnford (Past President), Laurie Severn (President), Nancy Johnston (Vice President), Sara Hershoff (Treasurer), Heather Harding (Secretary), Councillor Thom Paterson, Laurie Copeland, Darci-Que,

Members Absent: Karen Gaudino.

Guests: Emily Que and Denise Kacarevich.

Staff Present: Cayla Reimer, Committee Coordinator

1. Welcome

Past President, Jackie Durnford welcomed members and thanked the previous executive committee for a wonderful term. Jackie and called the meeting to order to pass a resolution before handing the meeting to Committee Coordinator for the nomination and election of Board Positions.

Resolution:

Moved by Sara Hershoff, seconded by Laurie Copeland, Be It Resolved that the Creemore Business Improvement Area Board hereby approve the recommendations from the previous meeting as presented (attached).

Motion Carried.

Committee Coordinator, Cayla Reimer held the election of Creemore Business Improvement Area Board Positions; President, Vice President, Treasurer, Secretary.

Resolution:

Moved by Sara Hershoff, seconded by Nancy Johnston, Be It Resolved that the Creemore Business Improvement Area Board hereby elect Laurie Severn President of the Creemore BIA Board.

Motion Carried.

Resolution:

Moved by Laurie Severn, seconded by Heather Harding, Be It Resolved that the Creemore Business Improvement Area Board hereby elect Nancy Johnston Vice President of the Creemore BIA Board.

Motion Carried.

Resolution:

Moved by Nancy Johnston, seconded by Laurie Severn, Be It Resolved that the Creemore Business Improvement Area Board hereby elect Sara Hershoff Treasurer of the Creemore BIA Board.

Motion Carried.

Resolution:

Moved by Nancy Johnston, seconded by Laurie Severn, Be It Resolved that the Creemore Business Improvement Area Board hereby elect Heather Harding Secretary of the Creemore BIA Board.

Motion Carried.

2. Approval of Agenda

President, Laurie Severn thanked the old Board for their dedication and commitment to the Creemore BIA.

The Board discussed Removing items; 6.1 and 9.1 from the agenda.

Resolution:

Moved by Laurie Copeland, seconded by Sara Hershoff, Be It Resolved that the Creemore Business Improvement Area Board hereby approve the Agenda dated February 19, 2019 as amended.

Motion Carried.

3. Disclosure of Pecuniary Interest and the nature thereof

No pecuniary interest was declared.

4. Approval of Minutes – December 18, 2019 and January 15, 2019

Resolution:

Moved by Sara Hershoff, seconded by Jackie Durnford, Be It Resolved that the Creemore Business Improvement Area Board hereby approve the Minutes dated December 18, 2019 and accept the notes dated January 15, 2019 as information as presented.

Motion Carried.

5. Yearly Meeting Calendar

The Board discussed the yearly Executive Board Meeting schedule which will continue the second Tuesday of each month. The Board determined more information was needed to confirm Membership meeting dates which will be held quarterly.

6. Business Arising from the Minutes

TLC Bank Project

Laurie Copeland provided the Board with an update on the TLC development. Laurie has agreed to continue to represent the BIA and report back with updates at BIA Meetings.

7. Public Participation

None.

8. Financial Report

8.1 Financial Report

Treasurer, Sara Hershoff explained the 2019 Budget which has no events or donations included. Sara explained how to implement and source/spend funds and informed the new Board that the approved 2019 Budget will need a lot of work as it is a very basic budget.

The Board discussed the surplus remaining from the Children's Festival and agreed the money will go into a reserve for the festival should it come back in the future.

Resolution:

Moved by Laurie Copeland, seconded by Darci-Que, Be It Resolved that the Creemore Business Improvement Area Board hereby accept the verbal financial report provided by the Treasurer.

Motion Carried.

9. Events

None.

10. Marketing

Jackie Durnford provided an overview on the OBIAA Digital Main Street Initiative grant for the new members.

11. New/Unfinished Business

The Board discussed creating three sub-committees; Marketing, Street Scape, and Décor.

The Board would also like to know of events that are planning to occur on Mill street that are outside organization to help better prepare and plan for.

The Board discussed removing the Christmas décor by the end of the week and upcoming Easter plans.

Councillor Thom Paterson presented the Board with a Report to Council (attached), outlining this meeting, storage, election and positions of members, website updates.

12. Next meeting – Tuesday March 12th, 2019 at 7:00p.m.

12. Adjournment

Moved by Nancy Johnston, Be It Resolved that the Creemore Business Improvement Area Board hereby declare the meeting adjourned at 8:39 p.m.

Date Minutes approved: March 12, 2019.

Laurie Severn, President

Cayla Reimer, Committee Coordinator

Budget Preparation

Be It Resolved that the Creemore BIA Membership approve the Creemore BIA budget as presented with the understanding that the newly elected board members will make amendments as necessary.

Creemore Children's Festival

Whereas, Creemore Children's Festival was started in 2010 by an independent committee with considerable effort, investment and a distinct vision by the committee.

Whereas the BIA has been involved with the Creemore Children's Festival for 2 years. Be it resolved that the Creemore BIA recognizes the Creemore Children's Festival committee as an independent entity and holds no rights to any intellectual or physical properties associated with the Creemore Children's Festival.

	Report - November 20, 2019	2019 Budget	2018 Original Budget	2018 Budget Revised/Approved	2018 to Nov. 19
	Interest Income	500	\$200.00		\$760.55
	BIA Levy	20000	\$20,000.00	\$20,000.00	\$20,000.00
	Canada Day Donations				
	Fundraising				
	Grants				
	Donations/Sponsorship			\$10,000.00	\$10,150.00
	non-member support				
	Merch/Misc	100	\$50.00	\$50.00	
General Income		\$20,600.00	\$20,250.00	\$30,050.00	\$30,910.55
	Santa Claus Parade - Fred		\$3,500.00	\$3,500.00	\$200.00
	Children's Festival - Laurie C		\$12,000.00	\$12,000.00	\$13,540.00
	Special event 1 - 2017 Bird Day/ 2018 Vintage Fest				\$627.48
	Special event 2 - 2017 Founders Dinner				
	Special Event 2018 - Father's Day		\$3,500.00	\$3,500.00	\$9,218.22
Event Income	Total	\$0.00	\$19,000.00	\$19,000.00	\$23,585.70
Total Income		\$20,600.00	\$39,250.00	\$49,050.00	\$54,496.25
Total Expenses		\$20,600.00	\$64,175.00	\$77,175.00	\$60,579.34
P&L		\$0.00	\$24,925.00	-\$28,125.00	-\$6,083.09
Admin	Sara				
	Accounting				
	Meetings	\$375.00	\$375.00	\$375.00	\$20.00
	Memberships OBIAA/GTTA	\$710.00	\$710.00	\$710.00	\$476.49
	PO Box Rental	\$165.00	\$165.00	\$165.00	\$166.00
	Supplies	\$50.00	\$50.00	\$50.00	
	Other	\$358.50			\$71.81
	Admin	\$1,658.50	\$1,300.00	\$1,300.00	\$734.30
Events	\$2000 currently available for allocation				
	Coop Advertising - Canada Day, PHAHS, Horse and Hound, Car Show, Farmers' Market		\$500.00	\$3,000.00	\$500
	Vintage Festival - Laurie S.		\$2,000.00	\$3,000.00	\$2,186.73
	Canada Day - Bike Parade				
	Children's Festival - Laurie C.		\$15,000.00	\$15,000.00	\$19,280.16
	Christmas/Window Reveal/Tree lighting food		\$2,500.00	\$5,000.00	\$3,200.00
	Copper Kettle Fest				

	Santa Claus Parade - Fred		\$5,000.00	\$5,000.00	\$2,723.75
	Bird Day			\$150.00	
	Founders Dinner				
	Easter - darci			\$700.00	\$718.94
	2018 Special event - Fathers' Day- Jackie		\$2,000.00	\$3,000.00	\$12,289.39
	Events	2000	\$27,000.00	\$34,850.00	\$40,898.97
Garbage	Karen, Corey, Thom,				
	Labour	\$2,500.00	\$2,500.00	\$2,500.00	\$2,148.00
	Disposal Bin	\$1,400.00	\$1,400.00	\$1,400.00	\$911.87
	Supplies	\$450.00	\$450.00	\$450.00	\$278.59
	Garbage	\$4,350.00	\$4,350.00	\$4,350.00	\$3,338.46
Misc Maint.	Board				
	Misc				
	Station				
	Log cabin and Jail	200	200	200	\$200.00
		200	200	200	\$200.00
Signs	Board				
	Billboard - rental space				
	Signs - TOD	166.5	350	850	\$166.50
	Billboards - replacement - Corey		1000	1000	\$2,997.99
	Signs	166.5	1350	1850	\$3,164.49
Streetscape	Corey, Karen, Paul, Thom and Nancy		Budgeted	revised	
	Infrastructure - Corey, Sara		11250	11250	
	Maintenance & Supplies - Corey	3500	3500	3500	\$3,100.00
	Flowers - Jackie	5000	4350	6000	\$5,637.37
	Seasonal decor - Jackie	3000	5650	5650	\$3,057.53
	Streetscape	11500	24750	26400	\$11,794.90
Marketing					
Website	Domain/Server fees	250	250	250	
	Design & Maintenance		4500	4500	\$67.50
	Social Media	175	175	175	
	Campaign - Marketing Committee	500	500	3500	\$580.72
		925	5425	8425	\$648.22
Totals EXPS		\$20,600.00	\$64,175.00	\$77,175.00	\$60,779.34



REPORT TO COUNCIL

REPORT NUMBER: COU-002-2019
DEPARTMENT: Council
MEETING DATE: February 11, 2019
SUBJECT: Creemore BIA Board of Management Election

RECOMMENDATION:

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

- 1) Receive COU-002-2019 (Creemore BIA Board of Management Election) report for information; and,
- 2) Appoint the duly certified and acclaimed members to the Creemore BIA Board of Management.

BACKGROUND:

The Board of Management is composed of seven (7) elected directors, plus the Past President and an appointed Council Representative. The Mayor is an ex-officio member of this board. In accordance with By-Law 17-118, Creemore Business Improvement Area Constitution, the BIA Nominating Committee conducted an election for positions on the 2018-22 Board of Management.

COMMENTS AND ANALYSIS:

As reported to Council in Report COU-001 on January 21, 2019, six of the seven elected positions were acclaimed in the first round of nominations.

They 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

The nomination period was extended to January 25, 2019 to fill the last open position. One nomination was received, certified and acclaimed:

Karen Gaudino - 32 Wellington Street E - Resident

The seven duly elected members of the Board, upon appointment by Council, shall select amongst themselves a Chair, Vice-Chair, Secretary and Treasurer and any other officers as necessary to properly conduct the business of the Board for its members. This is scheduled to be formalized on February 12, 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 new BIA directors on the BIA page of the Township website.

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

FINANCIAL IMPACT:

None

PREPARED BY:

Thom Paterson, Creemore BIA Council Representative