



CLEARVIEW

Creemore Business Improvement Area Membership

MEETING MINUTES

March 12, 2019

7:00 p.m.

Station on the Green

Members Present: Laurie Severn (President), Nancy Johnston (Vice President), Sara Hershoff (Treasurer), Heather Harding (Secretary), Councillor Thom Paterson, Darci-Que, Marcy Stewart, Norma Panzine, Cheryl Robertson, Pere Armengol, Keith Boulter, and Stephen Loewy.

Members Absent: Jackie Durnford (Past President).

Guests: Emily Que and Karen Gaudino.

Staff Present: Cayla Reimer, Committee Coordinator

1. Welcome

Chair, Laurie Severn welcomed members and called the meeting to order at 7pm.

2. Approval of [Agenda](#)

Resolution:

Moved by Sara Hershoff, seconded by Nancy Johnston, Be It Resolved that the Creemore Business Improvement Area Membership hereby approve the Agenda dated March 12, 2019 as presented.

Motion Carried.

3. Disclosure of Pecuniary Interest and the nature thereof

No pecuniary interest was declared.

4. Approval of [Minutes](#) – February 19, 2019

Resolution:

Moved by Sara Hershoff, seconded by Nancy Johnston, Be It Resolved that the Creemore Business Improvement Area Membership hereby approve the Minutes dated February 19, 2019 as presented.

Motion Carried.

5. Business Arising from the Minutes

5.1 2019 Event Calendar

The membership discussed the draft proposed events calendar for 2019 (attached). Additional events should be directed to Heather Harding to be added to the Calendar.

5.2 Committees

The Chair, Laurie Severn called for an expression of interest from the BIA Membership for positions on sub-committees; Marketing, Streetscape/Decor, and Events. An email will be sent out to the membership, interest should be directed to Laurie Severn.

5.3 FEO

Three Board of Management members attended the recent Festivals and Events Ontario conference in London. Both Laurie and Heather shared their experience.

5.4 TD Bank Project

Sara Hershoff provided an update to the membership regarding the TD Bank project. The committee are in the final stages. Community vision has been defined under three main constructs; keeping the building with private business, keeping the building with public business, or removal of the building for increased park space. Recommendations will be made to the foundation who will review the recommendations and make a decision at an open meeting scheduled for March 30, 2019. The meeting will also be a way to celebrate and thank the community.

6. Public Participation

Cheryl Roberts raised concerns to regarding streetscape and décor along Caroline street. Chair, Laurie Severn that the décor and streetscape initiative will continue.

7. Financial Report

7.1 Financial Report

Treasurer, Sara Hershoff provided a verbal report indicating that the accounts are in great shape as no big events have taken place as of yet. The current bank balance is approximately \$42,000. The Board of Management expect to present a draft 2019 budget to Council at the April 8, 2019 meeting. Draft budget needs to be submitted to the Deputy Clerk, Brenda Falls no later than noon Monday March 29, 2019.

7.2 Expenses and Payouts

Treasurer, Sara Hershoff provided information and support regarding the process of expenses and reimbursement (attached).

Resolution:

Moved by Keith Boulter, seconded by Nancy Johnston, Be It Resolved that the Creemore Business Improvement Area Membership hereby accept the treasures report on Expenses and Payouts as information.

Motion Carried.

8. Events

8.1 Easter

Event organizer, Darci Que updated the membership on the event. The egg hunt will be expanded from last year to include from the top of the community garden down to Library Street. The event promotion Bunny is brown this year. A photo booth will be in "Anne's space", Knowls will be the Bunny Headquarters and craft area. Looking for BIA members to participate in kid friendly, Easter themed, food sales (popcorn, cotton candy, etc.) Egg hunt will begin at 1p.m. The budget for the event is \$1,080.

Resolution:

Moved by Sara Hershoff, seconded by Nancy Johnston, Be It Resolved that the Creemore Business Improvement Area Membership hereby approve \$1,100 for the 2019 Easter Event.

Motion Carried.

9. Marketing

None.

10. New/Unfinished Business

10.1 Joint Venture Funding with Creemore Springs

Karen Gaudino introduced the joint venture funding initiative to replace a lump sum donation to the Creemore BIA. Approximately \$15,000 has been set aside to assist BIA innitiatives that are inline with the Brewery. Creemore Springs requests that expense requests are made to the Brewery detailing the use of required funds.

11. Next meeting – Tuesday April 9, 2019 at 7:00p.m.

12. Adjournment

Moved by Sara Hershoff, Be It Resolved that the Creemore Business Improvement Area Membership hereby declare the meeting adjourned at 8:34 p.m.

Date Minutes approved: April 9, 2019.

Laurie Severn, President

Cayla Reimer, Committee Coordinator



PROPOSED CALENDAR for 2019 - DRAFT ONLY

Creemore BIA

Tuesday, March 12th – Executive Meeting & General Meeting

Tuesday, April 9th – BIA Meeting

Saturday, April 20th – Easter in Creemore

Saturday May 11 - Bird Day

Tuesday, May 14th – BIA Meeting

Saturday, May 18th – Creemore Farmers Market (Every Saturday until Thanksgiving?)

Saturday, May 25th – Vintage Fest

Tuesday, June 11th – BIA Meeting

Sunday, June 16th – Fire Beards & Axes

Friday June 21st – *possibly “Creemore Nights” every Friday until last Friday in August)*

Monday, July 1st – Canada Day

Tuesday, July 9th – BIA Meeting

Tuesday, August 13th – BIA Meeting

Tuesday, September 10th – BIA Meeting

Tuesday, October 8th – BIA Meeting

Saturday, October 12th – Horse & Hound

Thursday, October 31st – Creemore BIA Halloween

Tuesday, November 12th – BIA Meeting or do we do the AGM later in November?

Sunday, November 24th – Holiday Window Reveal

Saturday, December 7th – Santa Clause Parade

Non BIA Events

Saturday, March 16th – Creemore Springs “Come & Go”

Thursday, March 21st – Beer & Books @ Creemore Springs

Saturday, March 23rd – Royal Wood @ The Avening Hall

Friday, April 12th – Wintersleep @ The Avening Hall

Saturday, April 27th – Choir! Choir! Choir! @ The Avening Hall

Wednesday, May 15th – Beer & Books @ Creemore Springs

Saturday, May 25th – Creemore Springs Turas Mor

Saturday, May 25th – Purple Hills Arts Society Dinner

Wednesday, June 16th – Beer Dinner with Oliver & Bonacini & Creemore Springs

Saturday, August 24th – Copper Kettle Festival

Saturday, September 14th – Dunedin Literary Festival

Friday, September 26th to Sunday, September 29th – Small Halls Festival

Saturday, September 28 to Sunday, September 29th – Creemore Festival of the Arts

Saturday, September 28th – Mountain Equipment Co-op Bike Ride

Saturday, October 12th – Oktoberfest @ Creemore Springs

Wednesday, October 16th – Beer & Books @ Creemore Springs

The Creemore BIA creates committees in order to ensure specific activities and actions receive the attention needed for our group to succeed.

Our committees are:

- Accountable
- Creative
- Resourceful

Past Creemore BIA committees include:

- Marketing
- Decor
- Event
- Governance

Additional subcommittees can be created by the Board of Directors as required to include specific projects and events. E.g. Vintage Festival Committee

Responsibilities of committees and subcommittee

- Create a draft budget for the consideration of the board
- Share an action plan with the BOD before proceeding
- Work in conjunction with marketing, decor and treasurer to ensure integration, adequate support and accurate reporting
- Make decisions as a group to meet the mandate of the BIA
- Communicate regularly with the BOD
- Operates within the Clearview Code of Conduct

Committees and subcommittees have:

- A minimum of (3) three and a maximum of (5) five members
- A minimum of (1) one member of the BOD
- The BIA president as an ex officio member

Tools for Committees (I will create links for these things)

Financial Tracking

Event Planning

Submitting Expenses

Clearview Code of Conduct