



CLEARVIEW

Creemore Business Improvement Area Membership

MEETING MINUTES

June 11, 2019

7:00 p.m.

Station on the Green

Members Present: Laurie Severn (President), Nancy Johnston (Vice President), Karen Gaudino, Councillor Thom Paterson, and Darci-Que

Members Absent: Sara Hershoff (Treasurer), Heather Harding (Secretary), Jackie Durnford (Past President).

Guests: Cheryl Robertson, Pere Armengol, Laurie Copeland, Emily Que, and Nancy Faulkner.

Staff Present: Cayla Reimer, Committee Coordinator

1. Welcome

Chair, Laurie Severn welcomed members and called the meeting to order at 7:05 pm.

2. Approval of [Agenda](#)

Resolution:

Moved by Nancy Johnston, seconded by Karen Gaudino, Be It Resolved that the Creemore Business Improvement Area Membership hereby approve the Agenda dated June 11, 2019 as presented.

Motion Carried.

3. Disclosure of Pecuniary Interest and the nature thereof

No pecuniary interest was declared.

4. Approval of [Minutes](#) – May 16, 2019

Resolution:

Moved by Karen Gaudino, seconded by Darci-Que, Be It Resolved that the Creemore Business Improvement Area membership hereby approve the Minutes dated May 16, 2019 as presented.

Motion Carried.

5. Business arising from the Minutes

Councillor Thom Paterson provided an update from Council regarding the TD Lands proposed Project. Council met on Monday June 10, 2019 to review a motion passed at the April 29, 2019 Council meeting. The reconsideration has been passed as amended and can be viewed on the Clearview [website](#).

A proper plan will be created between the Township and the Project, council anticipates final approval mid September 2019.

Chair, Laurie Severn is working with the Project to create a job description for the Program Coordinator position. A workshop to discuss the position duties and responsibilities will be held at Station on the Green on Tuesday June 18, 2019 at 7:00 p.m.

6. Street Décor Update

Nancy Johnston provided an update on the street décor; planters have arrived and will be put out Wednesday June 12, 2019. Watering will commence on the same day and

continue every Monday, Wednesday, and Friday during the summer. Businesses are encouraged to water the flowers as needed.

The flowers are locally sourced and pesticide free, they have been specially picked to encourage butterflies, bees and humming birds. Each planter will be equipped with wooden identification plaques.

The Membership discussed Canada Day décor and flags.

7. Events

7.1 Water First Event

On June 21, 2019 between 5:00 p.m. and 8:00 p.m. the Water First event will be held in Creemore. The road will be closed between the park and Caroline street to host the event and associated activities. Nancy Johnston is requesting stores extend their hours.

7.2 Vintage Festival Update

Laurie Severn reported the event was a success. Lots of people attended with only two vendors cancelling. Invoices are still filtering in; complete financials will be available at the next scheduled meeting.

7.3 Turas Mor Update

Karen Gaudino reported the Turas Mor event was a success with 429 cyclists registered. 29% of the participants were local. Feedback received included "Creemore is doing it right".

Shop owners had many inquiries as to where bathrooms and water were located. In the future shops request better signage for events.

Mill Street residents request an email list to provide updates, with regards to street closures and upcoming events; to the residents and maintain a sense of community.

7.4 Creemore Nights

The Creemore Nights Committee released the event line up (attached).

Darci-Que provided a verbal update on the first event; Mill Street Picnic. The Health department has approved the event. All the restaurants who are participating have provided their signature dish and cost for the event which will be featured in an event menu. Cardboard Castles hopes to host a teddy bear picnic, staffing permitted. Darci will finalize musical entertainment. The street will be closed and has been licenced to serve alcohol at this event. Participants are encouraged to bring their own cups.

Volunteers are always welcome to help set up the events.

Laurie Severn informed the Membership that the Board of Management had made a presentation to Agripharm on the Creemore Nights Events. Agripharm is very excited to participate.

Councillor Thom Paterson emailed the Director of Public Works, Mike Rawn requesting barricades for road closures be stored by the BIA to easily access and set up for the road closure requirements (attached).

8. Public Participation

Cheryl Roberts asked the membership about the benefits of remaining open later on Friday's. The membership informed Cheryl traffic increases in the summer months after school lets out.

9. Financial Report

9.1 Financial Report

Treasurer, Sara Hershoff was not present to present the financial report. Chair, Laurie Severn provided a Profit & Loss statement (attached), it does not include the donations received.

10. Marketing

10.1 Digital Service Squad

Past President Jackie Durnford applied for the Digital Marketing grant last year and has been successful. Jackie has agreed to administer the program on behalf of the Creemore BIA, if the Board and Membership approve.

Resolution:

Moved by Karen Gaudino, seconded by Nancy Johnston, Be It Resolved that the Creemore Business Improvement Area Membership hereby appoint Jackie Durnford as the manager of the OBIAA \$5,000 grant and the Digital Service Squad project on behalf of the Creemore BIA.

Motion Carried.

11. New/Unfinished Business

11.1 Mobile Vending

Councillor Thom Paterson informed the membership that Council may review the mobile vending by-law and suggests the Membership review their stance on the by-law before a possible review.

12. Next meeting – Tuesday July 9, 2019 at 7:00p.m.

13. Adjournment

Moved by Darci-Que, Be It Resolved that the Creemore Business Improvement Area Membership hereby declare the meeting adjourned at 8:20 p.m.

Date Minutes approved: July 9, 2019.

Laurie Severn, President

Cayla Reimer, Committee Coordinator



June 3, 2019

To: BIA Members

RE: Creemore Nights
Summer Event Package

Your 2019 BIA Executive has been working very hard on a new Summer Event Package. Rather than focusing on large, single day events, we have a new, exciting plan.

Introducing **Creemore Nights**

'*Creemore Nights*' focuses on Friday night events designed to attract residents and visitors to the village to kick off their weekend by providing diverse and compelling programming. These shorter, evening events will be centered on Mill Street to engage members in extending peak weekend shopping hours and to promote Creemore as a unique and cultured experience.

We ask that retailers and restaurants consider being open these evenings, in support of this initiative. To ensure the success of this overall program, it is also our hope that you might also consider participating and contributing in a way that can benefit you and your neighbors.

Through the available BIA event budget, income-based activities, as well as sponsorship and donations, the cost for '*Creemore Nights*' has been covered. More volunteers and contributions to each night would be welcomed, though.

You may have seen and/or heard about some of the communications already being pushed through our social media streams. The following list details our plans to date. There are still many opportunities to get involved and we look forward to hearing from you.

Creemore Nights

Every Friday night in July and August from 6 to 8:30pm (depending on the event)

Friday July 5 – Mill Street Picnic – Organizer darci que

Community and visitors are invited to pack a dinner or pick up food from local establishments and join us for a town wide picnic. Tables will be set up along Mill Street. Restaurants are encouraged to set-up shop both inside and outdoors to encourage business. Retailers should be open and out on the street, too! Note that this is a licensed event.

Friday July 12 – Creemore Lights – Organizer Corey Finkelstein

Visitors are encouraged to stroll the streets and check out vintage vehicles from the 60s through the 90s. Take advantage of this all ages audience. 97.7 Max FM will be broadcasting live from downtown this evening.

Friday July 19 – Outdoor Concert featuring Justin Rutledge – Organizer Sara Hershoff
All ages can enjoy this free, licensed concert right on Mill Street. Encourage food purchases and shopping, while Justin Rutledge entertains the crowds.

Friday July 26 – Art Night – Organizer Nancy Johnston
An evening designed to feature local artists and art on the street. This evening will also feature free Yoga on the street.

Friday August 2 – Crokinole – Organizer Heather Harding
It's game night in Creemore! Crokinole boards will line the street and champions will be crowned. This will also be a licensed event. Consider prizes and ways for your business to get involved.

Friday August 9 – Outdoor Concert featuring Samantha Martin and Delta Sugar – Organizer Sara Hershoff
Another amazing free, licensed concert event that is sure to draw big crowds.

Friday August 16 – Mill Street Hoedown – Organizer Sara Hershoff
This is an old-fashioned barn dance right on Mill Street. It will be a called dance with live music from Relative Harmony. It is free and intended for all ages. Encourage your customers to bring their whole family, their dancing shoes, or chairs to sit back to enjoy and encourage some eating and shopping, too.

Friday August 23 - Jeep Jamboree – Organizer Corey Finkelstein
A special attraction featuring Jeeps of all vintages, old and new, off-road and on will bring in an entirely different car show crowd. Take advantage of this all ages audience. 97.7 Max FM will be broadcasting live from downtown this evening.

More details for the above events will be available closer to each date. For more specific information, please do not hesitate to contact any of the evening organizers or the committee chair, Heather Harding and committee members: Laurie Severn, darci que, Nancy Johnston and Sara Hershoff.

As a final note, we ask that you assist in promoting these events through social media. Please 'like', click on that you will be attending and share these events. Social media has proven to be extremely effective for us. Posters and flyers are also coming out shortly.

Instagram @creemoreontario
Facebook @creemoreontario

We look forward to working with each of you for an amazing and prosperous summer.

Your 2019 BIA Executive

From: Laurie Severn <laurie@lagom142.com>
Sent: Friday, June 14, 2019 2:34 PM
To: Mike Rawn
Cc: Dan Perreault; Cayla Reimer; Councillor Thom Paterson; Todd Patton; (CSB) Gaudino, Karen; Heather Harding
Subject: Re: Event Barricades - Creemore

Hi Mike,

I will try to move them, but not sure when I will get to it. The folks at the brewery may be able to help too. We did notice that kids have been moving some of them around and there is a set near the pub we found (they are still there). Some kids tried to barricade the pub as a joke, but this is the problem if left on the street.

If you have any spare people to move them around with a truck, that would be helpful.
Many thanks,
Laurie

On Jun 13, 2019, at 8:43 AM, Mike Rawn <mrawn@clearview.ca> wrote:

Hi Laurie
Thank you for getting people on board to store barricades. I understand the barricades from last weekend are still out and about. Are the BIA volunteers collecting them, or what are your thoughts?

Thanks,

Mike Rawn, C.E.T., CMM III
Director of Public Works
Township of Clearview
705-428-6230 ext.243
Cell 705-441-6935
www.clearview.ca

Original Message

From: Councillor Thom Paterson
Sent: June 12, 2019 9:55 AM
To: Mike Rawn <mrawn@clearview.ca>
Cc: Dan Perreault <dperreault@clearview.ca>; laurie@lagom142.com; Cayla Reimer <creimer@clearview.ca>
Subject: Re: Event Barricades - Creemore

Great, Mike
I counted 20 barricades on either side of Mill St.
Laurie, please let us know if that is sufficient for the season.

Thom
(705) 718-4685

Sent from my iPad

On Jun 12, 2019, at 8:17 AM, Mike Rawn <mrawn@clearview.ca> wrote:

That is fantastic Thom. With weekly events it is not a real good use our staff time picking them up and dropping them off at the beginning and the end of the week. The only other thing is how many barricades? The last event required 14 I think.

Thanks,

Mike Rawn, C.E.T., CMM III
Director of Public Works
Township of Clearview
705-428-6230 ext.243
Cell 705-441-6935
www.clearview.ca

Original Message

From: Councillor Thom Paterson
Sent: June 11, 2019 8:02 PM
To: Mike Rawn <mrawn@clearview.ca>; Dan Perreault <dperreault@clearview.ca>
Cc: laurie@lagom142.com; Cayla Reimer <creimer@clearview.ca>
Subject: Event Barricades – Creemore

Mike

Mike, I understand that you may be amenable to having the barricades (which are still in the village) stored in Creemore for the summer event season. The BIA would agree to store them at strategic locations along Mill St. (behind the Bank Cafe', Brewery, Home Hardware store).

This request was discussed and agreed to at tonight's BIA meeting. Your concurrence would be appreciated.

Thom

Sent from my iPad

**Creemore BIA
Profit & Loss
January through December 2019**

	Jan - Mar 19	Apr - Jun 19	Jul - Sep 19	Oct - Dec 19	TOTAL
Ordinary Income/Expense					
Income					
BIA Levy	5,000.00	5,000.00	10,000.00	0.00	20,000.00
Donation Revenue					
Event Donations					
Father's Day Event Donations	250.00	0.00	0.00	0.00	250.00
Total Event Donations	250.00	0.00	0.00	0.00	250.00
Total Donation Revenue	250.00	0.00	0.00	0.00	250.00
Fundraising/Events					
Vintage Festival	0.00	1,013.23	0.00	0.00	1,013.23
Total Fundraising/Events	0.00	1,013.23	0.00	0.00	1,013.23
Interest	171.76	112.60	0.00	0.00	284.36
Waiting for Documentation	-49.60	0.00	0.00	0.00	-49.60
Total Income	5,372.16	6,125.83	10,000.00	0.00	21,497.99
Expense					
Administration					
Advertising	69.00	0.00	0.00	0.00	69.00
Memberships	220.82	0.00	0.00	0.00	220.82
P.O. Box Rental	169.00	0.00	0.00	0.00	169.00
Total Administration	458.82	0.00	0.00	0.00	458.82
CCF Expenses					
CCF Advertising Expenses	165.00	0.00	0.00	0.00	165.00
Total CCF Expenses	165.00	0.00	0.00	0.00	165.00
Events (Incl. Advertising)					
Creemore Nights	0.00	2,150.00	0.00	0.00	2,150.00
Creemore Vintage Festival	89.80	1,057.40	0.00	0.00	1,147.20
Other Events	0.00	954.69	0.00	0.00	954.69
Total Events (Incl. Advertising)	89.80	4,162.09	0.00	0.00	4,251.89
Garbage					
Garbage Disposal Contract	284.09	284.09	0.00	0.00	568.18
Labour	320.00	360.00	0.00	0.00	680.00
Total Garbage	604.09	644.09	0.00	0.00	1,248.18
Maintenance - Other Facilities					
Little Jail	0.00	250.00	0.00	0.00	250.00
Total Maintenance - Other Facilities	0.00	250.00	0.00	0.00	250.00
Signs					
Tourism Oriented Directional	333.00	0.00	0.00	0.00	333.00
Total Signs	333.00	0.00	0.00	0.00	333.00
Streetscape/Flowers					
Flowers	0.00	810.00	0.00	0.00	810.00
Seasonal Decor	0.00	2,220.50	0.00	0.00	2,220.50
Total Streetscape/Flowers	0.00	3,030.50	0.00	0.00	3,030.50
Website					
Domain, Server Fees	0.00	155.00	0.00	0.00	155.00
Ongoing Design & Maintenance	0.00	270.00	0.00	0.00	270.00
Total Website	0.00	425.00	0.00	0.00	425.00
Total Expense	1,650.71	8,511.68	0.00	0.00	10,162.39
Net Ordinary Income	3,721.45	-2,385.85	10,000.00	0.00	11,335.60
Other Income/Expense					
Other Expense					
Write-Offs of Previous Period E	-39.82	-0.08	0.00	0.00	-39.90
Total Other Expense	-39.82	-0.08	0.00	0.00	-39.90
Net Other Income	39.82	0.08	0.00	0.00	39.90
Net Income	3,761.27	-2,385.77	10,000.00	0.00	11,375.50