



CLEARVIEW

Creemore Business Improvement Area Board

MEETING MINUTES

July 9, 2019

7:00 p.m.

Station on the Green

Members Present: Laurie Severn (President), Sara Hershoff (Treasurer), Heather Harding (Secretary), Jackie Durnford (Past President) and, Councillor Thom Paterson.

Members Absent: Nancy Johnston (Vice President), Karen Gaudino, and Darci-Que

Guests: Cecily Ross

Staff Present: Cayla Reimer, Committee Coordinator

1. Welcome

Chair, Laurie Severn welcomed members and called the meeting to order at 7:03 pm.

2. Approval of [Agenda](#)

Resolution:

Moved by Jackie Durnford, seconded by Heather Harding, Be It Resolved that the Creemore Business Improvement Area Board hereby approve the Agenda dated July 9, 2019 as presented.

Motion Carried.

3. Disclosure of Pecuniary Interest and the nature thereof

No pecuniary interest was declared.

4. Approval of [Minutes](#) – June 11, 2019

Resolution:

Moved by Councillor Thom Paterson, seconded by Jackie Durnford, Be It Resolved that the Creemore Business Improvement Area Board hereby approve the Minutes dated June 11, 2019 as presented.

Motion Carried.

5. Creemore against plastics

Cecily Ross provided a presentation to the Board regarding single use plastics (attached). Cecily outlines three pillars of her initiative to becoming a single use plastic free community; awareness and education of the public on the harmful effect of single use plastics in the environment, presentation of a notice of motion for a voluntary ban on single use plastics in the Township, and finally implement a by-law against the use of single use plastics.

Cecily is promoting this initiative as a challenge and is providing information at the farmers markets and through the local paper.

The initiative would like to include the youth of the community.

Businesses in Creemore are challenged to look for 3 areas in which to reduce the use of single use plastics and to display the "Clean" logo in their shop windows to help support the effort.

The Board provided feedback to create a set criteria to achieve the "Clean" stamp of approval to prevent "green washing".

The BIA Board of Management is happy to speak to the membership and provide a motion of support to help with the notice of motion at Council. Cecily will provide a letter to Chair Laurie Severn for distribution to the Membership.

6. Business arising from the Minutes

6.1 Garbage update – deferred to next meeting

6.2 TD Lands

Chair Laurie Severn provided a brief update on the committee as it moves forward with the design of the space in conjunction with PFS architects.

Councillor Thom Paterson provided the Board with an update at the Township level; CAO, Steve Sage and investor, Stuart Lazier recently met to discuss the partnership agreement between the two. Thom suggested using the Hall Board MOU as a starting point and has forwarded the document to Mr. Lazier.

6.3 Programmer Position – Job Description

Chair, Laurie Severn provided a brief update on the draft Programmer position which will be based on a one-year contract and who will report to a Board of Directors composed of three independent community members.

The draft has been based on information provided from Kay Matthews, Executive Director of the Ontario Business Improvement Area Association. Laurie is seeking feedback from the BIA and will then ask feedback from all stakeholders to create a complete draft job description to present to the TD Lands Committee.

7. Street Décor Update

Nancy Johnston was not available to provide an update on the street décor.

Councillor Thom Paterson spoke with the Ferris Law office regarding the two planters welcoming guests into Creemore, the planters have not been properly maintained and the Board discussed reviewing the contract and adopting the planters back into the street décor budget.

Resolution:

Moved by Sara Hershoff, seconded by Jackie Durnford, Be It Resolved that the Creemore Business Improvement Area Board hereby approve to take ownership of the two gardens at the Law Office and Foodland and allot \$150 in the budget for maintenance.

Motion Carried.

The Township informed the Chair, Laurie Severn that there was extra money set aside for street décor for Creemore and suggested Bike racks as an option. The Board will discuss the possibility with the Membership.

8. Events

8.1 Creemore Nights – Picnic Event

The first Creemore Nights event was a success. The Board recognizes the opportunity to continue to build on each event. Retailers are asked to bring merchandise into the street to help animate the event and help create an outdoor experience.

8.2 Canada Day Parade – Deferred

8.3 Creemore Nights Update

Heather Harding reported the first event was a success, the event was under budget and the bar made the event an additional \$900. The Board discussed hosting a bar for the concert events to increase earnings from the Creemore Nights events. The Board discussed renting picnic tables to create a space for the concerts and bar area.

Resolution:

Moved by Sara Hershoff, seconded by Jackie Durnford, Be It Resolved that the Creemore Business Improvement Area Board hereby approve \$900 be spent on picnic table rentals for the two concert events scheduled during the Creemore Nights programming.

Motion Carried.

The Board discussed the Crokinole event. A local resident makes the Croki-hockey would like to participate and be involved in the planning of this event.

Sara and Jackie will meet to share ideas on how to avoid an empty bowling alley feel for the concert events. Marketing is required for the concert events and the Events Committee will need to meet to draft a marketing plan.

The Board discussed the importance of recording all in-kind gifts/donations in treasurer reports to ensure future BIA Board's accurately plan events.

9. Public Participation

None.

10. Financial Report

10.1 Financial Report

Treasurer, Sara Hershoff provided a verbal report to the board. The Agropharm donation has been received.

10.2 Community Group Donations

The Board discussed how the BIA approves donations and how the requests support the BIA mandate. The Board discussed creating a set criteria and partnership opportunities where both community groups can support each other in their endeavours.

Creemore Legion has requested a donation of \$500 to support the 2019 Creemore Fireworks display. Thom has reached out to the General Manager of Parks, Culture, and Recreation, Terry Vachon regarding future Canada Day Celebrations.

Resolution:

Moved by Sara Hershoff, seconded by Jackie Durnford, Be It Resolved that the Creemore Business Improvement Area Board hereby approve \$500 donation to the Creemore Legion for the 2019 Fireworks display.

Motion Carried.

10.3 Website Billing

The Board received a 2018 and 2019 invoice for the experience Creemore website. Chair, Laurie Severn will further investigate the invoice as there have been complications with the website address.

11. Marketing

10.1 Digital Service Squad

Past President Jackie Durnford provided an update and request for direction regarding the digital marketing grant. Jackie provided a brief overview of available options within the \$5,000 budget; Google Business and/or Seminars/workshops. The funds are too small to provide any software updates/services.

Resolution:

Moved by Sara Hershoff, seconded by Heather Harding, Be It Resolved that the Creemore Business Improvement Area Board hereby direct Jackie Durnford to pursue My Google Business for all Creemore BIA Membership owners.

11. New/Unfinished Business

None.

12. Next meeting – Tuesday August 13, 2019 at 7:00p.m.

13. Adjournment

Moved by Sara Hershoff, Be It Resolved that the Creemore Business Improvement Area Board hereby declare the meeting adjourned at 8:28 p.m.

Date Minutes approved: August 13, 2019.

Laurie Severn, President

Cayla Reimer, Committee Coordinator



CLEAN

BIA Meeting, July 9, 2019

I've come to talk to you this evening about plastics, single-use plastics, in particular.

I'm not going to bombard you with statistics about plastics pollution around the world; I'm sure most of you have seen the images, read the articles. But in case you haven't, I've brought some handouts. Most of you know there's a problem. Many of you want to do something about it. Many of you already are.

I am one of those people. A few weeks ago I wrote a letter to the Echo outlining my feelings about single-use plastics. Because of the response I started a Facebook Group called Creemore Plastics Ban. In only a few weeks we have 118 members.

Since then things have been moving quickly. We've had meetings, are organizing a coffee booth at the market, holding workshops for youth, and we're drafting a motion to take to council. Some of you may remember a local environmental group called CLEAN that was formed a decade ago to promote the use of reusable shopping bags. That effort was really successful but in the intervening years I think some of us have regressed. I know I have.

Well, CLEAN is back. And we have a new logo and a fresh mission, that is to make Creemore and Clearview plastics free. When I say plastic-free, I don't mean all plastics. That would be unrealistic. For better or worse plastic is part of our lives and it has many beneficial uses. However, a plastic fork used for a few moments and then discarded, to linger in a river, or by the side of the road, or in landfill for as long as 1,000 years is not one of them.

We can do better. So, I'm asking for your support in challenging our village to declare itself plastic-free, to be a village that generates much, much less plastic waste. I think we can make Creemore a village committed to reducing, reusing, refusing and recycling its plastic waste. Other places are doing this. I believe we can too.

Next month Thom Patterson and I will be presenting a motion to council asking it to support a voluntary ban on single-use plastics (straws, bags, cutlery and stir sticks) in Creemore and Clearview. I realize that embracing such an initiative has bottom-line consequences for your businesses. Many of the recycled and reusable items you would switch to are more expensive and not as convenient.

But my sense is that a large segment of consumers want this to happen and are willing themselves to assume some of that cost and inconvenience. Many of you are already doing what you can. I'm here this evening to hear what you have to say about this. And in the next few weeks, CLEAN members will be coming around to talk to businesses and organizations in the village about our initiative. We want your feedback and suggestions from you about how we can achieve this together as a community.

I've come to talk to you this evening about plastic waste in particular.

I'm not going to bombard you with statistics about plastic pollution around the world. In some most of you have seen the images, read the articles. But in case you haven't, I've brought some handouts. Most of you know the old plastic bottle, many of you want to do something about it. Many of you already are.

I am one of those people. A few weeks ago I went to the forum outlining my feelings about single-use plastic. Because of the response I started a Facebook Group called Creators of Plastic Bag. In only a few weeks we had 113 members.

Since then things have been moving quickly. We've had meetings, are organizing a coffee booth at the next World Water Forum, and we're drafting a motion to take to council. Some of you may remember a local environmental group called CLEAR that was formed a few years ago to promote the use of reusable shopping bags. That effort was really successful but in the intervening years I think some of us have regressed. I know I have.

Well, CLEAR is back. We have a new logo and a fresh mission, that is to make Creators and Creators plastic free. When I saw that mission, I don't mean all plastic. That would be unrealistic. For better or worse plastic is part of our lives and it has many beneficial uses. However, a plastic took used for a few moments and then discarded, to linger in a river, on the side of the road, or in landfill for as long as 500 years is not one of them.

We can do better. We're asking for your support in challenging our village to declare itself plastic-free. To be a village that counts as much on reducing plastic waste as on making it. One more village committed to reducing, reusing, recycling and recycling its plastic waste. Other places are doing this. I believe we can too.

Next month I'll be returning and I will be presenting a motion to council asking it to support a voluntary ban on single-use plastic for our village, county and state. I'll be presenting and I'll be presenting. I'll be presenting such an initiative. The bottom-line consequence is for your business. Many of the retailers and vendors that we would like to see more expensive and not so convenient.

But my sense is that a large segment of consumers want this to happen and are willing themselves to assume some of that cost and inconvenience. Many of you are already doing what you can. I'm here this evening to hear if you have to say about this. And in the next few weeks CLEAR members will be coming around to talk to businesses and organizations in the village about our vision. We want to hear your suggestions and questions from you about how we can reduce the impact of plastic.



Plastic Index

50 million: tons of plastic waste currently in the world's oceans.

3.25 million: tons of plastic waste Canada generates each year, equivalent to 140,000 full garbage trucks.

9: percentage of plastic waste that is recycled in Canada.

2050: the year there will be more plastic by weight than fish in the world's oceans.

10 – 1,000: number of years it can take a plastic bag to decompose. Some plastics: never.

12: minutes the average plastic bag is used before being discarded.

1,000: number of years it can take plastic cutlery to decompose.

450: number of years it can take a disposable diaper to decompose.

66: percentage of consumers who think brands that promise to be more sustainable are more trustworthy.

0: Supermarket chains that are acting to reduce their plastic footprint.

600,000: number of recycled plastic bottles it took to build a house in Nova Scotia.

64: number of pounds of plastic waste swallowed by a sperm whale (an endangered species) found dead off the coast of Spain in April.

19,000: equivalent number of shipping containers full of plastic recycling once exported per month by the US to China that is now stranded at home.

8.3 billion: tons of plastic humans have made since 1950.

191 million: barrels of oil used to make plastic products in the US in 2010.

82: percentage of Canadians urging the federal government to tackle plastic pollution (Angus Reid poll March 2019).



Who else is going plastic-free?

Last year, Bayfield, Ont., became the first community in North America to be recognized as a plastic-free community.

Last month, the Town of Blue Mountain, Ont., declared its intention to ban single-use plastics including plastic bags, straws and stir sticks.

Residents of Lunenburg, N.S., have voluntarily banned single-use plastics despite their municipal council's failure to pass a motion in support.

Prince Edward Island banned single-use plastic bags as of July 1, 2019.

Vancouver banned plastic straws and foam cups effective June 1, 2019.

Collingwood mayor, Brian Saunderson, has asked council to consider a ban on single-use plastics in municipally owned facilities. The vote will be held on July 22.

Justin Trudeau has promised to ban single-use plastics in Canada by 2021 if he is re-elected.

The European Union has banned 10 single-use plastic items by 2021 including straws, ear buds, balloon sticks, plastic cutlery and plastic stir sticks. Plastic water bottles, cigarette filters and take-out food containers will be next.

New York State, California and Hawaii have single-use plastic bans in place.

Ikea will phase out single-use plastic in its stores and restaurants by 2020.



WHAT YOU CAN DO

REUSE:

Look for products you can use again and again: metal straws, reusable freezer and lunch containers, vegetable and grocery bags, beeswax bowl covers, travel coffee mugs, metal water bottles and cutlery.

Rinse out your plastic bags and use them over and over until they wear out.

REFUSE:

Remember to say “no straw please” when ordering drinks. Buy loose fruits and vegetables.

Empty supermarket plastic clam shells into reusable bags. If enough people do this, producers will eventually get the message.

REDUCE:

Be aware of what you are buying and how it is packaged. Choose products packaged in paper than plastic. Using less plastic, especially single-use plastic is the most effective way to tackle plastic pollution.

RECYCLE: Be sure to put compostable plastics and paper in a composting bin. Most of these items will not biodegrade in landfill because there is not enough moisture.

Remember, only 9 per cent of the plastic you put in your blue box gets recycled. Make sure the items are recyclable and that they are not food contaminated.

SPEAK UP:

Post photos of unnecessary plastic packaging on social media and tag the store or chain where the photo was taken.