



CLEARVIEW

Creemore Business Improvement Area MANAGEMENT MEETING MINUTES

January 12, 2021

7:00 p.m.

[Webinar](#)

Members Present: Laurie Severn (President), Nancy Johnston (Vice President), Sara Hershoff (Treasurer), Heather Harding (Secretary), Jennifer Yaeck, and Councillor Doug McKechnie.

Members Absent: Karen Gaudino, and Jackie Durnford (Past President).

Staff Present: Cayla Reimer, Committee Coordinator.

1. Welcome

Chair, Laurie Severn welcomed members and called the meeting to order at 7:01 p.m.

2. Approval of [Agenda](#)

Board discussed adding item 11.1 AGM Date and 11.2 Motorcycles.

Resolution:

Moved by Heather Harding, seconded by Sara Hershoff, Be It Resolved that the Creemore Business Improvement Area Board hereby approve the Agenda dated January 12, 2021 as amended.

Motion Carried.

3. Disclosure of Pecuniary Interest and the nature thereof

Sara Hershoff declared a pecuniary interest in item 10 Marketing should the Board wish to buy space in the Echo as Sara is the owner of the business.

4. Approval of [Minutes](#) – December 08, 2020

Resolution:

Moved by Heather Harding, seconded by Councillor Doug McKechnie, Be It Resolved that the Creemore Business Improvement Area Board hereby approve the Management Meeting Minutes dated December 08, 2020 as presented.

Motion Carried.

5. Business arising from the Minutes

5.1 Santa Float

Councillor Doug McKechnie informed the Board he had been in discussion with the Mayor (attached) that outlines there is no available storage for the sleigh. Councillor McKechnie provided two options that he could provide to the Board with direction; ask Council at the next budget meeting to assist in creating partnerships with the parade organizers in the Township's hamlets that provide parades to create one float to share amongst them all, or to use the Creemore BIA discretionary reserve fund of \$8,694 which has been located and subsequently untouched since 2014 (created in 2004) to arrange for private storage.

The Board discussed the newly discovered funds and would like Councillor McKechnie to ask the Clearview Township Treasurer if transfer to the BIA account is possible.

Chair, Laurie Severn informed the Board she has received communication from Darci-Que indicating a lead on a storage possibility at a private barn, Laurie will follow up.

The Board discussed using the newly discovered reserve funds to assist in purchasing the sleigh and accompanying reindeer.

5.2 Payment Options (POS) for BIA – Deferred

5.3 Billboards

Heather Harding is working to update the Boards.

6. Street Décor

Nancy Johnston informed the Board that the planters have been removed due to unforeseen snow removal issues.

Nancy informed the Board that she is looking to work with Heidi from Rural Roots to create spring and summer planter arrangements.

Nancy will prepare a Street Décor budget for 2021 to present at the AGM.

There has been a lot of interest in assisting with street décor.

7. Events

Chair, Laurie Severn suggested the Board begin brainstorming events for 2021 and present at the AGM. Laurie suggested to plan for limited events that can be flexible in nature should the pandemic continue, or new/unforeseen circumstances arise during these uncertain times.

The Board discussed creating an overview of possible events for 2021 Creemore Nights should restrictions lift and the ability to host such events arise.

Heather Harding informed the Board that during the month of February the Festivals and Events Ontario organization are hosting virtual seminars that may be of interest to the Board. Heather will continue to inform the Board members of upcoming events and topics should they be of interest and value to the Creemore BIA.

Laurie suggested hosting an events workshop to further discuss event ideas and brainstorm future initiatives.

Heather reported that the common consensus, in the event planning community; is that large gatherings will not be allowed until at least fall of 2021.

8. Public Participation

There was no public participation.

9. Financial Report

Treasurer, Sara Hershoff provided a spreadsheet of 2020 expenses and recommendations for 2021 (attached). The treasurer has recommended that the sub committees meet and create a 2021 budget within the recommendations and provide the draft to her prior to the AGM where a proposed 2021 Budget will be presented.

Sara also recommends creating a process to review the BIA Levy with the assistance of the OBIAA and Clearview Township.

Resolution:

Moved by Sara Hershoff, seconded by Nancy Johnston, Be It Resolved that the Creemore Business Improvement Area Board hereby direct Sara Hershoff to create a possible levy review.

Motion Carried.

10. Marketing

Chair, Laurie Severn informed the Board that the Instagram account has been doing very well and has increased 300% both in traction and interaction.

Laurie will present a Marketing report at the AGM and has called for volunteers to join the Marketing subcommittee.

The Board discussed possible Valentines Day promotions.

Laurie asked all BIA Board members to review and edit the website as it is set to go live soon www.experiencecreemore.com.

11. New/Unfinished Business

11.1 AGM

The Board discussed hosting the AGM on Tuesday March 9, 2021 at 7:00p.m. via Zoom.

11.2 Motorcycles

Nancy Johnston had received an email from BC Hughes requesting a partnership in the Ride Simcoe County promotion through the County of Simcoe Tourism program.

Nancy informed the Board of noise complaints she had received in the past due to loud motorcycles. Nancy informed the Board she is happy to see motorcycles in the community, however; would not wish to see Creemore actively promoted as a motorcycle destination.

The Board discussed the issues presented and how to balance the pros and cons of motorcycles.

Heather Harding abstained from the vote.

Resolution:

Moved by Nancy Johnston, seconded by Jennifer Yaeck, Be It Resolved that the Creemore Business Improvement Area Board hereby send a letter on behalf of the BIA to inform Clearview Township that the Creemore BIA does not wish to actively promote the BIA area in the 'Ride Simcoe County' initiative.

Motion Carried.

12. Next meeting – February 09, 2021 at 7:00 p.m.

13. Adjournment

With no further business to discuss, Be It Resolved that the Creemore Business Improvement Area Board hereby declare the meeting adjourned at 8:44 p.m.

Date Minutes approved: February 09, 2021.

Laurie Severn, Chair

Cayla Reimer, Committee Coordinator

Treasurers Report

Jan. 2021

Prepared by Sara Hershoff

2020 Financial information has been sent to Clearview via email on Friday, January 8. This included a ledger of all of the expenses and income from 2020 which has also been shared with the board members for their review. Once Clearview reviews we can share the final numbers.

For budgeting purposes the table below outlines the approximate 2020 financials based on the activities of the committee as well as a recommendation for spending for 2021 based on maintaining a balanced budget without an increase to levies or fundraising activities.

	2020	2021
Exp	Approx.	Recommended
Streetscape	\$13,000.00	\$13,000.00
Marketing	\$6,000.00	\$6,000.00
Christmas	\$900.00	\$900.00
Admin	\$550.00	\$550.00
	\$20,450.00	\$20,450.00
Income	Approx.	Recommended
Levy	\$20,000.00	\$20,000.00
Sale of Goods	\$50.00	\$0.00
Donations	\$15,100.00	\$0.00
Interest	\$650.00	\$500.00
	\$35,800	\$20,500.00

Note:

Due to COVID there was no event spending with the exception of the Santa Claus Parade. If events are possible in 2021 the BIA will have to use money from reserves, sponsorship and event-based sales to fund activities.

We have approx \$50,000 in the bank and no money allocated for ongoing projects.

Next steps:

1. Committees convene and create their budgets for review of the Board
 - a. Marketing - Laurie
 - b. Streetscape - Nancy

c. Events - Heather

2. Treasurer compiles information into a budget proposal for Feb meeting
3. The proposed budget is reviewed at the Feb Meeting and once reviewed is shared with members via facebook group and BIA email
4. The final budget is drafted for approval of the Board at the March using feedback.
5. The Budget is shared with Council once the budget is approved

Request for directive to create a levy review process

The existing levy has not been increased for at least a decade and perhaps longer. Costs of basic activities such as streetscape will soon eat up all of the BIA budget leaving no money from the guaranteed annual income for marketing or events. Because of this the treasurer seeks the approval of the board to create a process for levy review to include best practices from the OBIAA, help of Clearview Treasurer and the input of the members.

INFO FOR NEW BOARD MEMBERS and A REMINDER REGARDING SPENDING

Report on Expenses and Payouts - from Jan 2016

It is the duty of the BIA board of directors to carefully allocate and monitor spending to best serve our membership. The BOD directors must operate in compliance with Clearview procedures and must be very careful to avoid both real and perceived conflict of interest. In order to do this the expectations for all BIA spending must be very clear to the BOD and all committee members. To ensure this clarity the treasurer puts forth the following report for the board:

It is the understanding of the treasurer that all costs for good and services are to be paid upon receipt if they are:

- expressed in the annual budget approved by the BOD
- captured within a sub-committee plan approved by the BOD
- brought to the board for consideration and passed by resolution of the BOD

Expenses received but not pre-authorized by the BOD in one of these three methods outlined above must be brought forward to the BOD for consideration before payment is issued by the treasurer. This ensures the BIA does not pay for things without the knowledge or agreement of the BOD.

Individual BOD or committee members entering into a purchase without prior approval must be aware that the BOD may refuse to cover the expenditure if it is not in keeping with the will, or the ability of the board to assimilate the cost.

The treasurer will work closely with all committees and individuals to facilitate budgeting and tracking as required.

Should costs for an activity or event exceed the budgeted amount the treasurer should be made aware of this immediately by the person managing the expenditures and the treasurer will bring the concern to BOD for immediate consideration.

Expenses are best submitted as an invoice of the service provider made out to the Creemore BIA and sent to the treasurer via email at sara@creemore.com or mailed to the BIA box 2062, Creemore, L0M 1G0.

It is understood that BIA members may on occasion have to pay out of their pocket and submit the costs to the treasurer. The treasurer has expense reimbursement forms available to aid in these submissions. All submissions must be accompanied by a receipt.

Info For event organizers:

1. All cash and cheques for the BIA are to be submitted to the treasurer.
 - Cheques are payable to Creemore BIA.
2. Invoices should be made to the Creemore BIA for direct payment
 - They can be mailed to Box 2062, Creemore, ON, L0M 1G0 or emailed to sara@creemore.com
3. Submit your receipts and you will be refunded.
 - Get an expense form from the treasurer
 - Fill out the form
 - Make a copy of your receipts for your record
 - Staple the original receipts to the form and submit
4. Monitor expenses and income
 - An event financial monitoring form is available from the treasurer
 - The treasurer will track exps for your event and review this at the end of the event to ensure all income and exps are properly allocated.



January 15, 2021

To: Amanda Murray and Terry Vachon
Clearview Township Culture & Recreation

Re: Motorcycles and the Promotion of Creemore
as per a resolution of the board from Jan. 12, 21

The BIA appreciates the efforts of Simcoe County and Clearview in promoting Creemore as a destination. We feel our green, neighbourly and family friendly village has so much to offer and the Creemore BIA enthusiastically welcomes visitors to our community however they choose to arrive here.

To enter our village people drive along Creemore's streets including Mill, Caroline and Louisa (Cty Rd 9). These roads are primarily residential and the BIA receives multiple complaints annually about the level of noise associated with motorcycle activity from residents living along these corridors and throughout the village.

As business owners we appreciate the money these motorcyclists spend, and have no intention of excluding them from our friendly services but we as a board believe actively seeking motorcycle traffic, while the knowing the existing level of annoyance of residents, does not reflect our core value of being good neighbours.

In order to mitigate the concerns of our community and advocate for residents that have expressed irritation with motorcycles we request Simcoe County and Clearview Recreation and Tourism department excludes Creemore from publications and information specifically targeting motorcyclists.

Your consideration is appreciated and we look forward to working with both Clearview and Simcoe to attract visitors that align with the marketing strategies of the BIA, knowing we are all best served when decisions are made in conjunction with community members.

On behalf of the BIA Board of Directors,

Laurie Severn, BIA President