



Creemore Business Improvement Area Meeting Minutes

June 08, 2021

7:00 p.m.

[Webinar](#)

Members Present: Laurie Severn (President), Jackie Durnford, Sara Hershoff (Treasurer), Linda de Winter, Councillor Doug McKechnie, Otta Zapotocky, Jennifer Yaeck, and Mayor Measures.

Members Absent: Heather Harding

Staff Present: Cayla Reimer, Committee Coordinator.

1. Welcome

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

2. Approval of [Agenda](#)

The Membership discussed adding items; 11.2 Street Closure Update and 11.3 Purple Hills Update.

Resolution:

Moved by Jackie Durnford, seconded by Jennifer Yaeck, Be It Resolved that the Creemore Business Improvement Area Board hereby approve the Meeting Agenda dated June 08, 2021 as amended.

Motion Carried.

3. Disclosure of disqualifying interest and the nature thereof

No disqualifying interests were declared.

4. Approval of the [Minutes](#) – May 11, 2021

Resolution:

Moved by Jackie Durnford, seconded by Councillor Doug McKechnie, Be It Resolved that the Creemore Business Improvement Area Board hereby approve the Meeting Minutes dated May 11, 2021 as presented.

Motion Carried.

5. Business arising from the Minutes

5.1 Payment Options (POS for BIA)

Sara informed the Board that she has been in communication with the Township Treasurer, Kelly McDonald concerning the "Square" payment method. Kelly will need to further investigate the security and possibility of Council accepting a payment system of this nature. Kelly did recommend the TD Terminal, however; additional costs associated are too grave.

Councillor McKechnie informed the Board that he will further discuss with Council and staff (pay as you go and online tracking options as it relates to small purchases and off-site).

Mayor Measures will also investigate the Chamber of Commerce POS system.

5.2 Billboards

Heather was not available to further discuss.

5.3 Rack Cards

The rack cards will be discussed in Marketing.

6. Street Décor Update

Sara informed the Board that the Chairs have been painted and within a couple hours there were 12 sponsors which provided a surplus to purchase two (2) additional chairs. Sara thanked Darci-que and Marcy for painting the chairs.

With provincial orders to begin reopening Sara is confident the chairs will be ready and placed by June 15.

The Planters are out and in great condition from winter storage and are being watered by the Township. Flower beds/trees are being managed by the tree society. Sara will request the street be tidied of weeds, and suggested shop owners assist to trim weeds around their shop fronts.

Laurie discussed the concern over the gypsy moth caterpillars and is further investigating a solution to remedy the situations before the trees are ruined and visitors/guests acquire skin rashes. Councillor Mckechnie suggested BTK, as a request this far in the season may not provide enough turnaround to create a solution that prevents the caterpillars.

The Board discussed the sidewalk dirt on the street as the budding trees, combined with the construction at the Village Green have created additional debris. Laurie will contact the Deputy Director of Public Works, Dan Perreault for an additional sweep.

Cheryl Robertson and the Quilt and Yarn Shop has created bunting for every BIA Member and may require assistance in delivering.

7. Events

7.1 Canada Day

Jennifer briefly outlined Canada Day activities (home decorating) with the Stayner Chamber of Commerce. Jennifer suggested a social distanced scavenger hunt around town for the children with a "*Hometown Hero*" theme.

Sara introduced adding a fundraising portion to assist in donating to the hospital's fundraising campaign.

The Board discussed possible volunteers to implement the activity. Sara suggested allocating funds to implement the concept.

Laurie suggested a backup plan of a decorated bike contest, should the scavenger hunt fall through.

Resolution:

Moved by Sara Hershoff, seconded by Jennifer Yaeck, Be It Resolved that the Creemore Business Improvement Area Board hereby allocate up to \$1,000 to implement a Canada Day activity.

Motion Carried.

7.2 Pedestrian Walkway

Chair, Laurie Severn discussed creating greater pedestrian area of movement and the possibility of street closures to facilitate pedestrian traffic and maintain social distancing practices, however; Linda informs the Board there has not been strong interest from the membership to close the streets. The Board discussed alternatives to a complete road closure during selected weekends.

Laurie informed the Board that Dan Perreault is very helpful and willing to work with the BIA to create a safe solution. The Board discussed forming a sub-committee to further discuss.

The Board is hopeful to see an increased sidewalk happen and are optimistic for July.

8. Public Participation

There was no public participation.

9. Financial update

Treasurer, Sara Hershoff provided a Balance Sheet and a Budget vs Actual Statement (attached) and discussed the breakdown of items.

10. Marketing

Laurie presented a proposed Lavender get-together for the BIA Members to offer a meet and greet event at the Lavender farm, however; since the change in restrictions food and drink can not be provided but a self guided tour in groups of 10 is a viable option.

The activity is offered free of charge for the BIA Members, information will be circulated as it becomes available.

The BIA Board is hopeful to send out a photographer to capture the activity and provide a take-a-way goody bag to allow for a drink and snack while at the farm.

An advertisement in the Hills publication has been created in conjunction with a grant from the Township, paired with the beautiful artwork created for the rack card by Ruth-Anne.

11. New Business/Unfinished Business

11.1 Historical Tasting Tour of Creemore

Jackie Durnford informed the Board that Pattie Cleary has passed information on the "Champlain Slept Here" which is a guided ticketed tour. Pattie is asking the BIA to consider supporting and endorsing the program that takes place in Creemore. The event takes place on Thursdays from 10am – 12noon from Canada Day until September. The group is also requesting funds to assist in marketing, map printing, etc.

The Board discussed the event and potential financial support, however; would like further information to appropriately discuss.

Jackie and Otta will head a sub-committee to further investigate and bring back an update to the Board.

Resolution:

Moved by Jackie Durnford, seconded by Otta Zapotocky, Be It Resolved That the Creemore Business Improvement Area Board hereby approve the creation of a sub-committee to further discuss the participating in the Champlain Slept Here events.

Motion Carried.

11.2 Street Closure Update – discussed in Street Décor

11.3 Purple Hills Update

Chair, Laurie Severn introduced Pierre from Purple Hills. Pierre informed the Board that moving forward with the provincial restrictions lifting that the two groups should merge event calendars (google drive, etc.) to better cross promote and coordinate events/activities in the Creemore area. Pierre informed the Board that they have a walking brochure tour of all the plaques. Pierre notified the Board that the Purple Hills Art event has been cancelled for 2021.

12. Next Meeting – July 13, 2021 at 7:00p.m.

13. Adjournment

Resolution:

Moved by Otta Zapotocky, Be It Resolved that the Creemore Business Improvement Area Board Meeting hereby adjourn at 8:43 p.m.

Motion Carried.

Date Minutes approved: July 13, 2021.

Laurie Severn, Chair

Cayla Reimer, Committee Coordinator

The Creemore BIA
Balance Sheet
As of 8 June 2021

	<u>8 Jun 21</u>
ASSETS	
Current Assets	
Chequing/Savings	
Creemore BIA Chequing	63,964.16
Total Chequing/Savings	63,964.16
Accounts Receivable	
Accounts Receivable	6,100.00
Total Accounts Receivable	6,100.00
Other Current Assets	
Undeposited Funds	1,100.00
Total Other Current Assets	1,100.00
Total Current Assets	71,164.16
TOTAL ASSETS	<u>71,164.16</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
GST/HST Payable	-1,276.26
Total Other Current Liabilities	-1,276.26
Total Current Liabilities	-1,276.26
Total Liabilities	-1,276.26
Equity	
Opening Balance Equity	63,446.62
Retained Earnings	-3,620.12
Net Income	12,613.92
Total Equity	72,440.42
TOTAL LIABILITIES & EQUITY	<u>71,164.16</u>

The Creemore BIA
Profit & Loss Budget vs. Actual
1 January through 8 June 2021

	1 Jan - 8 Jun 21	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
INCOME				
Event Income	0.00	0.00	0.00	0.0%
General Donation	18,251.00	15,000.00	3,251.00	121.7%
Interest	139.64	158.00	-18.36	88.4%
Levy Income	5,000.00	10,000.00	-5,000.00	50.0%
Merchandise Sales	0.00	0.00	0.00	0.0%
Other Income	66.37	0.00	66.37	100.0%
INCOME - Other	0.00	0.00	0.00	0.0%
Total INCOME	23,457.01	25,158.00	-1,700.99	93.2%
Total Income	23,457.01	25,158.00	-1,700.99	93.2%
Expense				
ADMINISTRATION				
Accounting	0.00	0.00	0.00	0.0%
Memberships	234.34	0.00	234.34	100.0%
Misc Admin & Meetings	0.00	80.00	-80.00	0.0%
Postal Services	173.00	173.00	0.00	100.0%
ADMINISTRATION - Other	0.00	0.00	0.00	0.0%
Total ADMINISTRATION	407.34	253.00	154.34	161.0%
EVENTS				
Christmas	2,000.00	2,000.00	0.00	100.0%
EVENTS - Other	0.00	0.00	0.00	0.0%
Total EVENTS	2,000.00	2,000.00	0.00	100.0%
MARKETING				
Campaigns/Events	213.00	2,280.00	-2,067.00	9.3%
Print	400.00	2,900.00	-2,500.00	13.8%
Social Media	110.14	526.67	-416.53	20.9%
Website	142.50	263.33	-120.83	54.1%
MARKETING - Other	0.00	0.00	0.00	0.0%
Total MARKETING	865.64	5,970.00	-5,104.36	14.5%
SIGNAGE				
Billboards	0.00	300.00	-300.00	0.0%
Tourism Oriented Directional	0.00	0.00	0.00	0.0%
SIGNAGE - Other	0.00	0.00	0.00	0.0%
Total SIGNAGE	0.00	300.00	-300.00	0.0%
STREETSCAPE				
BEAUTIFICATION				
Flowers	5,100.00	5,900.00	-800.00	86.4%
Furnishing	1,318.04	1,200.00	118.04	109.8%
Maintenance	0.00	3,500.00	-3,500.00	0.0%
Seasonal Decor	0.00	160.00	-160.00	0.0%
BEAUTIFICATION - Other	0.00	0.00	0.00	0.0%
Total BEAUTIFICATION	6,418.04	10,760.00	-4,341.96	59.6%
GARBAGE				
Garbage Bin	284.09	568.16	-284.07	50.0%
Garbage Labour	795.00	618.00	177.00	128.6%
Supplies	72.98	50.00	22.98	146.0%
GARBAGE - Other	0.00	0.00	0.00	0.0%
Total GARBAGE	1,152.07	1,236.16	-84.09	93.2%
STREETSCAPE - Other	0.00	0.00	0.00	0.0%
Total STREETSCAPE	7,570.11	11,996.16	-4,426.05	63.1%

The Creemore BIA
Profit & Loss Budget vs. Actual
1 January through 8 June 2021

	1 Jan - 8 Jun 21	Budget	\$ Over Budget	% of Budget
Uncategorized Expenses	0.00	0.00	0.00	0.0%
Total Expense	10,843.09	20,519.16	-9,676.07	52.8%
Net Ordinary Income	12,613.92	4,638.84	7,975.08	271.9%
Other Income/Expense				
Other Expense				
Ask My Accountant	0.00	0.00	0.00	0.0%
Total Other Expense	0.00	0.00	0.00	0.0%
Net Other Income	0.00	0.00	0.00	0.0%
Net Income	12,613.92	4,638.84	7,975.08	271.9%