



## Creemore Business Improvement Area Meeting Minutes

July 13, 2021

7:00 p.m.

[Webinar](#)

**Members Present:** Laurie Severn (President), Sara Hershoff (Treasurer), Heather Harding, Jennifer Yaeck, Linda de Winter, and Otta Zapotocky(8:17).

**Members Absent:** Jackie Durnford, and Councillor Doug McKechnie.

**Staff Present:** Cayla Reimer, Committee Coordinator.

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### 1. Welcome

Chair, Laurie Severn welcomed members and called the meeting to order at 7:19 p.m.

### 2. Approval of [Agenda](#)

The Membership discussed adding items; 6.2 Holiday Decor Committee, 7.1 Chill on Mill, 9.2 Levy Review, and 10.2 Community Concerns - BIA Publications.

#### Resolution:

Moved by Heather Harding, seconded by Jennifer Yaeck, Be It Resolved that the Creemore Business Improvement Area Board hereby approve the Meeting Agenda dated July 13, 2021 as amended.

Motion Carried.

### 3. Disclosure of disqualifying interest and the nature thereof

Sara declared a disqualifying interest in discussions around print advertisement in item 10.1.

### 4. Approval of the Minutes – [June 08, 2021](#) and [June 29, 2021](#)

Laurie would like to correct the June 08, 2021 minutes item 7.2 Sidewalk Sale to Pedestrian Sale, to better clarify the intention of increasing pedestrian movement.

Sara Hershoff clarified that her disqualifying interest in the Special Meeting Minutes dated June 29, 2021 pertained to item 4 not 5 as originally indicated.

#### Resolution:

Moved by Sara Hershoff, seconded by Linda de Winter, Be It Resolved that the Creemore Business Improvement Area Board hereby approve the Meeting Minutes dated June 08, 2021 and the Special Meeting Minutes dated June 29, 2021 as amended.

Motion Carried.

### 5. Business arising from the Minutes

#### 5.1 Payment Options (POS for BIA)

No updates at this time.

#### 5.2 Billboards

Heather informed the Board the billboard has been updated and the remaining sides have been measured should a member wish to create updated signage.

The Board discussed first come first served for signage advertisement.

### 5.3 Champlain Slept Here

The Board discussed the sensitive nature of the event and decided not to participate at this time.

#### **Resolution:**

Moved by Sara Hershoff, seconded by Linda de Winter, Be It Resolved that the Creemore Business Improvement Area Board will not participate in the Champlain Slept Here program.

Motion Carried.

## **6. Street Décor Update**

### 6.1 Street Décor update

The Board discussed the success of the planters and discussed removing the mini egg plant fruits to avoid spoil and insects.

The Board would like to thank Heidi for the amazing plants and the Parks Department for watering the plants.

The lavender chair campaign went extremely well, and the Board is extremely thankful for all the volunteer help in building, painting and moving the chairs.

The Board discussed reaching out to Public Works for a mid summer sweep to clean up the caterpillar refuse.

Laurie, informed the Board she has spoken to the Deputy Director of Public Works, Dan Perreault, who informed the Board that the street sweepers are unavailable to provide such a service at this time, however; if shop owners sweep the area of their shop and the Township will endeavour to pick up the collected piles.

The Board discussed removal of the planters as the last day for décor on the sidewalks is October 31.

Sara informed the Board that the old wooden planters are still behind the fire hall and need to be removed and disposed of.

The Board discussed donating the old metal garbage cans to the fire department.

#### **Resolution:**

Moved by Sara Hershoff, seconded by Jennifer Yeack, Be It Resolved that the Creemore Business Improvement Area Board hereby approve of disposing the old wooden planters and donate the used metal garbage cans to the firefighters fundraising efforts.

Motion Carried.

### 6.2 Holiday Décor

Laurie discussed approaching the Village Green and horticultural Society to coordinate holiday décor and potential lighting solutions. The Board discussed creating a subcommittee to create a holiday décor and lighting plan. Laurie and Jennifer will make up the subcommittee and are looking for additional BIA Members to participate on the sub-committee.

#### **Resolution:**

Moved by Jennifer Yaeck, seconded by Linda de Winter, Be It Resolved that the Creemore Business Improvement Area Board hereby create a Holiday Street Décor Sub-committee composed of Laurie and Jennifer.

Motion Carried.

## **7. Events**

### **7.1 Chill on Mill**

Linda provided a brief update on the success of the event and discussed survey results which received 18 responses and indicated 80% in favour of continuing the event. The Board discussed some concerns over lack of communication and opportunity to improve.

Heather informed the Board that Brewery will be providing food on the patio on Saturdays through the summer as some complaints have been received that food is not available at particular times and pairings are allowed to resume in the Stage 3 of re-opening.

Heather informed the Board that the Brewery will still welcome Mill Street patrons to enjoy the patio with various take-a-way purchases.

The Board discussed public food vending and the implementation of a fee to assist with associated costs (trash collection, etc.).

The Board discussed the BIA Members who provide food and the implications of allowing additional vendors in the membership area Otta Zapotocky and Milynne Charlton were available to discuss two different views of food providers in the BIA area.

Heather will follow up with the food providers of the Creemore BIA Membership to gather additional interest in providing food service and to ensure no business feels mistreated.

Sara discussed additional signage to better indicate parking for Chill on Mill street closures, Laurie will communicate with the Deputy Director of Public Works to obtain additional parking signage (road closed, no parking, etc.).

Otta provided information on complaints received regarding motorcycle noise on resident streets due to the street closures and requests the Board continue to monitor the situation, Sarah suggested early morning monitoring of the Foodland parking lot and suggest ushering bikers over to Station on the Green.

### **7.2 Canada Day Update**

Sara provided an update on the success of the Canada Day Event hosted in partnership with the Library which included a bike contest and scavenger hunt. There were 20 participants Marleen Gilmour and Irene Davenport were the winners of the scavenger hunt.

## **8. Public Participation**

There was no public participation.

## **9. Financial update**

### **9.1 Treasurers Report**

Treasurer, Sara Hershoff provided a brief verbal update and will circulate financial profit and loss report to attach to the minutes (attached).

### **9.2 Levy Review**

Sara requested a levy review meeting in October ahead of the AGM since it requires approval of the membership to move forward. The Board discussed proposing increase the levy by increasing the maximum and implement a minimum levy, possibly add new members via boundary expansion, and make the levy a consistent percentage among all properties.

## **10. Marketing**

## 10.1 Marketing update

Sara declared a pecuniary interest in discussions around print advertisement and refrained from print related conversation.

Laurie provided a brief marketing update regarding increased marketing with Chill on Mill, social media, and paper publications. The Board discussed additional print and radio advertisements. Heather suggested RTO funding to assist in marketing.

## 10.2 Community Concerns – BIA Publications

Sara provided information on concerns raised by community members regarding advertisements of non-BIA members on the Rack Card. Sara informed the Board that an executive decision was made to add adjacent businesses within the settlement area that serves BIA purposes and patrons for marketing purposes. Sara would like to bring forward a policy to include specific services of the area that sit outside the BIA Zone.

### **Resolution:**

Moved by Sara Hershoff, seconded by Jennifer Yeack Be It Resolved That the Creemore Business Improvement Area Board hereby accept to include adjacent commercial businesses within the settlement area that serve BIA purposes and patrons for marketing purposes.

Motion Carried.

## **11. New Business/Unfinished Business**

### 11.1 Resignation

Chair, Laurie informed the Board that Councillor McKechnie has resigned from the Board. The Creemore BIA would like to recognize and thank him for his commitment and positivity to the Creemore BIA.

### 11.2 Halloween

Jennifer informed the Board that Norma from the Legion would like to partner with the BIA to create a Halloween activity (fireworks, hot dogs, hot chocolate) for the community.

## **12. Next Meeting – July 27, 2021 Special Membership Meeting 7:00p.m.**

Regular Meeting August 10, 2021 at 7:00p.m.

## **13. Adjournment**

### **Resolution:**

Moved by Linda de Winter, Be It Resolved that the Creemore Business Improvement Area Board Meeting hereby adjourn at 9:36 p.m.

Motion Carried.

Date Minutes approved: August 10, 2021.

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Laurie Severn, Chair

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Cayla Reimer, Committee Coordinator

The Creemore BIA  
Profit & Loss  
January through June 2021

	Jan - Jun 21
Ordinary Income/Expense	
Income	
<b>INCOME</b>	
General Donation	18,751.00
Interest	171.84
Levy Income	10,000.00
Other Income	66.37
<b>Total INCOME</b>	<b>28,989.21</b>
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Expense	
<b>ADMINISTRATION</b>	
Memberships	234.34
Postal Services	173.00
<b>Total ADMINISTRATION</b>	<b>407.34</b>
<b>EVENTS</b>	
Christmas	2,000.00
<b>Total EVENTS</b>	<b>2,000.00</b>
<b>MARKETING</b>	
Campaigns/Events	213.00
Print	575.00
Social Media	110.14
Website	142.50
<b>Total MARKETING</b>	<b>1,040.64</b>
<b>STREETSCAPE</b>	
<b>BEAUTIFICATION</b>	
Flowers	5,100.00
Furnishing	2,000.61
Maintenance	43.97
<b>Total BEAUTIFICATION</b>	<b>7,144.58</b>
<b>GARBAGE</b>	
Garbage Bin	284.09
Garbage Labour	945.00
Supplies	72.98
<b>Total GARBAGE</b>	<b>1,302.07</b>
<b>Total STREETSCAPE</b>	<b>8,446.65</b>
<b>Total Expense</b>	<b>11,894.63</b>
<b>Net Ordinary Income</b>	<b>17,094.58</b>
<b>Net Income</b>	<b>17,094.58</b>