



## Creemore Business Improvement Area Special General Membership Meeting Minutes

July 27, 2021

7:00 p.m.

[Webinar](#)

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**Members Present:** Laurie Severn (President), Sara Hershoff (Treasurer), Councillor John Broderick, Linda de Winter, Jennifer Yaeck, Luke (Creemore Bakery), Pere Armengol, and Samantha K.

**Members Absent:** Jackie Durnford, and Heather Harding.

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

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### 1. Welcome

Chair, Laurie Severn welcomed members and called the meeting to order at 7:10 p.m.

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

#### Resolution:

Moved by Councillor John Broderick, seconded by Linda de Winter, Be It Resolved that the Creemore Business Improvement Area Membership hereby approve the Meeting Agenda dated July 27, 2021 as presented.

Motion Carried.

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

**4. Approval of the Minutes** – Deferred to the next meeting

### 5. New Business/Unfinished Business

Chair, Laurie Severn introduced Councillor Broderick as the new Council representative to the Board.

Councillor John Broderick discussed the possibility of increasing the BIA Boundary. Chair, Laurie Severn informed the Membership that the BIA is looking to expand the BIA Boundary and is working with the Clerks, and Planning Departments to prepare a presentation for the membership's review and consideration.

### 6. Chill on Mill

Chair, Laurie Severn, provided a brief background on the Chill on Mill campaign through July and is looking to discuss further with the Membership and continue the campaign until the end of summer.

The membership discussed the success of the campaign, unique activations (chalking guestbook, selfie station) and concerns regarding cyclists moving very quickly through the pedestrian way. The membership discussed potential measures to reduce cyclist speed.

Sara Hershoff provided the campaign survey results received from 19 respondents, 75% were in absolute favour of continuing the Chill on Mill initiative with a "Yes" response, 25% said "Maybe", not one respondent chose the "No" option in continuing with the campaign. Sara informed the membership that 19 respondents is a high number for completed surveys. Sara provided suggestions to increase traffic and activation onto Caroline Street.

The membership discussed parking during road closures to provide large curbside deliveries.

Laurie provided the suggestion of adding buskers and will further investigate as it relates to health unit and provincial guidelines/restrictions and discussed increasing the budget to include; radio advertisements, Creemore Echo Advertisements, Chalk, Bubbles, selfie station, buskers, and additional expenses as required.

**Resolution:**

Moved By Jen Yaeck, seconded by Councillor John Broderick, Be It Resolved That the Creemore Business Improvement Area Membership hereby approve to continue with the Chill on Mill initiative on Saturdays from August 07, 2021 up to and including the Labour Day Weekend with increased street activation as permitted within the health unit and provincial guidelines with an increase to the line budget item of \$2,000.

Motion Carried.

**7. Next Meeting** – August 10, 2021 at 7:00p.m.

**8. Adjournment**

**Resolution:**

Moved by Linda de Winter, Be It Resolved that the Creemore Business Improvement Area Membership Meeting hereby adjourn at 8:02 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