



CLEARVIEW

Creemore Business Improvement Area Meeting Minutes

September 14, 2021

7:00 p.m.

[Webinar](#)

Members Present: Jackie Durnford, Sara Hershoff (Treasurer), Councillor John Broderick, Heather Harding, Jennifer Yaeck, Milynn Benoit, and Linda de Winter.

Members Absent: Laurie Severn (President).

Staff Present: Cayla Reimer, Committee Coordinator.

1. Welcome

Interim Chair, Sara Hershoff welcomed members and called the meeting to order at 7:09 p.m.

2. Approval of [Agenda](#)

Resolution:

Moved by Jennifer Yaeck, seconded by Heather Harding, Be It Resolved that the Creemore Business Improvement Area Board hereby approve the Meeting Agenda dated September 14, 2021 as presented.

Motion Carried.

3. Disclosure of disqualifying interest and the nature thereof

No disqualifying interests were disclosed.

4. Approval of the [Minutes](#) – August 10, 2021

Resolution:

Moved by Jennifer Yaeck, seconded by Linda de Winter, Be It Resolved that the Creemore Business Improvement Area Board hereby approve the Meeting Minutes dated August 10, 2021 as presented.

Motion Carried.

5. Business arising from the Minutes

5.1 Payment Options (POS for BIA)

Sara provided an update on the availability of electronic transfers, however; the smaller transactions and immediate payment (square) is still required, and Sara will continue to follow up on an immediate small transaction option for BIA events.

5.2 Billboards

Heather informed the Board that a decision has still not been made on costing for billboard advertisements. Creemore Springs will move forward with their advertisement, however; Heather does not yet have pricing available to inform BIA members.

5.3 Chill on Mill

Linda informed the Board that the barriers have been moved to the station on the green and wagons are behind Heirloom. Linda will contact Dan Perreault for barrier removal.

6. Street Décor Update

The Board discussed arranging to add pumpkins to the planters and have them out by Friday September 16th, weather permitting.

The Board discussed Christmas street décor; Jackie hopes to have an idea/prototype created for the Boards consideration.

The Board discussed the weeds throughout the sidewalk and possible solutions to address the weeds. Councillor John Broderick will communicate with the Township to create a plan to remove the weeds.

7. Events

7.1 Event Planning with the Clearview Chamber

The Board discussed the communication received from the Clearview Chamber (attached) and discussed the *White Wednesday* event which is scheduled to occur the Wednesday before the *Black Friday* shopping November 24, 2021.

The Board discussed providing Chamber information to the BIA Membership to promote participation in Chamber events and discussed communication with the Chamber to assist in BIA promotions and create a mutual partnership that promotes each association and their respective brands (Creemore BIA and Clearview Chamber).

7.2 Santa Claus Parade

Sara informed the Board that Natalie de Ruiter has agreed to organize the parade and will provide the Board with an Event Plan for the next scheduled meeting.

7.2 Halloween

The Board discussed the Mill Street trick-or-treat event. Jennifer informed the Board of the Creemore Legion's programming intentions, and the Board discussed comfort levels of business' participation.

7.3 Horse and Hound

The Board discussed a collaboration for the Thanksgiving weekend with the Horse and Hound group, Sara will further investigate.

8. Public Participation

There was no public participation.

9. Financial update

Treasurer, Sara Hershoff informed the Board that she is moving QuickBooks to the cloud. There is no formal report, however; received final \$10,000 levy installment, waiting on HST rebate for last 2-years, and some extra resources available from Chill on Mill event.

Sara will circulate a financial report (attached).

10. Marketing

11. New Business/Unfinished Business

12. Next Meeting – October 19, 2021 at 7:00p.m.

13. Adjournment

Resolution:

Moved by Jennifer Yaeck, Be It Resolved that the Creemore Business Improvement Area Board Meeting hereby adjourn at 7:51 p.m.

Motion Carried.

Date Minutes approved: October 19, 2021.

Laurie Severn, Chair

Cayla Reimer, Committee Coordinator

From: president@clearviewchamber.com <president@clearviewchamber.com>

Sent: September 8, 2021 2:19 PM

To: Harding, Heather heather.harding@creemoresprings.com

Cc: 'Rebekah Vaughan' rvaughan@comforcare.ca

Subject: Upcoming Clearview Events Planning

Hi Heather,

Thank you for offering to take the Clearview Christmas proposal to the BIA for us. We at the Clearview Chamber would like to work a little closer with the Creemore BIA and help support all Clearview Businesses.

I am proposing a joint meeting with representatives from your BIA, the Chamber, the Kinsmen, the Creemore Tree Society and the Township on how we can really promote Clearview as a whole and have some wonderful Christmas events. I have a tentative date for Oct 7th at 10:00 am for a zoom meeting to discuss event timing, assistance and co-promoting.

The Chamber already has the White Wednesday event started for this year and we would love to promote it throughout Clearview. We have the website started and any Creemore businesses that would like to participate can be added to the site for free. <https://whitewednesday.ca/>

Another idea we are thinking about and would love the BIA and other groups involved in is a Clearview Country Christmas. We are proposing that Stayner hold it's tree lighting on Thursday, Dec 2nd and Creemore holds theirs Friday, Dec 3rd as per your normal timing, from what I am told. Then the Santa Claus parade can be held on the Saturday or the Kinsmen can advise us how they want to proceed.

These ideas are up for discussion and we hope that you and others will attend our zoom on Oct 7th to plan. Our goal is to support our local businesses and get a good start to the Christmas shopping season and people into our restaurants during these events.

If you would like more info, I am available to discuss and brain storm with you and your group. Please let me know the contact info on whom from your team would like to participate in the zoom meeting and I will send them the link as well.

Thank you again and we look forward to working with your team.

Sincerely,

Kelly Kramer

President
Clearview Chamber of Commerce
PO Box 1049
Stayner, ON
L0M 1S0

President@ClearviewChamber.com

clearviewchamber@gmail.com

clearviewchamber.com

My Office: 705-352-0203

My Cell: 705-888-7280

Chamber: 705-428-3102

The Creemore BIA
Profit & Loss
 January through December 2021

	Jan - Dec 21
Ordinary Income/Expense	
Income	
INCOME	
General Donation	18,751.00
Interest	282.90
Levy Income	20,000.00
Other Income	66.37
Total INCOME	39,100.27
Total Income	39,100.27
Expense	
ADMINISTRATION	
Memberships	234.34
Misc Admin & Meetings	93.90
Postal Services	173.00
Total ADMINISTRATION	501.24
EVENTS	
Christmas	2,000.00
Total EVENTS	2,000.00
MARKETING	
Campaigns/Events	3,118.33
Print	687.50
Social Media	710.14
Website	142.50
Total MARKETING	4,658.47
STREETSCAPE	
BEAUTIFICATION	
Flowers	5,100.00
Furnishing	2,352.58
Maintenance	554.59
Total BEAUTIFICATION	8,007.17
GARBAGE	
Garbage Bin	955.80
Garbage Labour	1,385.00
Supplies	72.98
Total GARBAGE	2,413.78
Total STREETSCAPE	10,420.95
Total Expense	17,580.66
Net Ordinary Income	21,519.61
Net Income	21,519.61

The Creemore BIA
Balance Sheet
As of 22 September 2021

	<u>22 Sep 21</u>
ASSETS	
Current Assets	
Chequing/Savings	
Creemore BIA Chequing	68,591.80
Total Chequing/Savings	68,591.80
Accounts Receivable	
Accounts Receivable	1,200.00
Total Accounts Receivable	1,200.00
Other Current Assets	
Undeposited Funds	10,200.00
Total Other Current Assets	10,200.00
Total Current Assets	79,991.80
TOTAL ASSETS	<u>79,991.80</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	454.83
Total Accounts Payable	454.83
Other Current Liabilities	
GST/HST Payable	-1,809.14
Total Other Current Liabilities	-1,809.14
Total Current Liabilities	-1,354.31
Total Liabilities	-1,354.31
Equity	
Opening Balance Equity	63,446.62
Retained Earnings	-3,620.12
Net Income	21,519.61
Total Equity	81,346.11
TOTAL LIABILITIES & EQUITY	<u>79,991.80</u>