



CLEARVIEW

Creemore Business Improvement Area Meeting Minutes

December 14, 2021

7:00 p.m.

[Webinar](#)

Members Present: Laurie Severn (President), Sara Hershoff (Treasurer), Heather Harding, Councillor John Broderick, Jennifer Yaeck, and Milynn Benoit.

Members Absent: Linda de Winter and Jackie Durnford.

Staff Present: Cayla Reimer, Committee Coordinator.

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 Heather Harding, Be It Resolved that the Creemore Business Improvement Area Board hereby approve the Meeting Agenda dated December 14, 2021 as presented.

Motion Carried.

3. Disclosure of disqualifying interest and the nature thereof

No disqualifying interests were declared

4. Approval of the [Minutes](#) – November 09, 2021

Resolution:

Moved by Sara Hershoff, seconded by Councillor John Broderick, Be It Resolved that the Creemore Business Improvement Area Board hereby approve the Meeting Minutes dated November 09, 2021 as presented.

Motion Carried.

5. Business arising from the Minutes

5.1 Santa Clause Parade

Laurie thanked the organizers of the parade which took place on December 04, 2021. Sara Hershoff provided an update on the event including learning curves, areas for improvement, and the successes of the event.

The Board discussed storage for Santa's Sleigh at McAurthur's farm, volunteers for next years event and the amazing volunteer efforts of the community members involved in making the parade a success.

5.2 Holliday Shopping Event

Heather informed the Board that the wrapping station is not seeing visitors and the Board discussed timing, perhaps shortening the event to 12 days before Christmas paired with increased social media posts would increase traffic.

6. Street Décor Update

No updates at this time, however; Heather informed the Board that the winter décor requires increased securing as many items have been windswept. The Board discussed holiday décor removal timelines.

7. Events

7.1 AGM

The Board discussed hosting a planning meeting to prepare for the AGM scheduled for January 25, 2022. A sub-committee meeting will take place to brainstorm ideas to present at the AGM on Tuesday January 11, 2022 at 7:00 p.m.

8. Public Participation

There was no public participation.

9. Financial update

Treasurer, Sara Hershoff provided a brief overview of the financial report (attached). Sara requested all BIA members to submit final receipts/invoices so reconciliation can be completed and sent into the Township.

Sara requested clarification on HST money and an amount of \$8,000 in a reserve fund.

Sara informed the Board about the possible levy increase that was discussed as a possibility earlier in the year and the Boards intent to hold off on increasing the levy at this time.

10. Marketing

Chair, Laurie Severn informed the Board that she is looking for assistance in maintaining the Social Media feeds.

11. New Business/Unfinished Business

No new business was presented.

12. Next Meeting – AGM January 25, 2022 at 7:00 p.m.

13. Adjournment

Resolution:

Moved by Sara Hershoff, Be It Resolved that the Creemore Business Improvement Area Board Meeting hereby adjourn at 7:47 p.m.

Motion Carried.

Date Minutes approved: January 25, 2022.

Laurie Severn, Chair

Cayla Reimer, Committee Coordinator

The Creemore BIA
Profit & Loss YTD Comparison
 January through December 2021

	Jan - Dec 21	Jan - Dec 21
Ordinary Income/Expense		
Income		
INCOME		
General Donation	18,951.00	18,951.00
GIFT CARD	0.00	0.00
Interest	282.90	282.90
Levy Income	20,000.00	20,000.00
Other Income	941.37	941.37
Total INCOME	<u>40,175.27</u>	<u>40,175.27</u>
Total Income	40,175.27	40,175.27
Expense		
ADMINISTRATION		
Memberships	234.34	234.34
Misc Admin & Meetings	93.90	93.90
Postal Services	173.00	173.00
Total ADMINISTRATION	<u>501.24</u>	<u>501.24</u>
EVENTS		
Christmas	4,950.00	4,950.00
Total EVENTS	<u>4,950.00</u>	<u>4,950.00</u>
MARKETING		
Campaigns/Events	4,863.68	4,863.68
Print	687.50	687.50
Social Media	710.14	710.14
Website	142.50	142.50
Total MARKETING	<u>6,403.82</u>	<u>6,403.82</u>
STREETSCAPE		
BEAUTIFICATION		
Flowers	5,100.00	5,100.00
Furnishing	2,352.58	2,352.58
Maintenance	554.59	554.59
Seasonal Decor	3,955.82	3,955.82
Total BEAUTIFICATION	<u>11,962.99</u>	<u>11,962.99</u>
GARBAGE		
Garbage Bin	1,523.99	1,523.99
Garbage Labour	1,885.00	1,885.00
Supplies	72.98	72.98
Total GARBAGE	<u>3,481.97</u>	<u>3,481.97</u>
Total STREETSCAPE	<u>15,444.96</u>	<u>15,444.96</u>
Total Expense	<u>27,300.02</u>	<u>27,300.02</u>
Net Ordinary Income	<u>12,875.25</u>	<u>12,875.25</u>
Net Income	<u><u>12,875.25</u></u>	<u><u>12,875.25</u></u>