



# Creemore BIA Board of Management Meeting Minutes

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The Creemore Business Improvement Area Board of Management met in a virtual zoom session on March 08, 2022 at 7:00p.m.

Those in attendance were:

President: Laurie Severn (7:14p.m.)  
Past President: Jackie Durnford  
Treasurer: Sara Hershoff  
Secretary: Heather Harding  
Council Rep: Councillor John Broderick  
Members: Jennifer Yaeck (absent)  
Linda de Winter  
Milynn Benoit (absent)  
Staff: Committee Coordinator, Cayla Reimer

## 1. Approval of Agenda

### Resolution:

Moved by Councilor John Broderick, Seconded by Linda de Winter, Be It Resolved, that Creemore Business Improvement Area Board hereby approve the agenda dated March 08, 2022 as presented. Motion Carried.

## 2. Disclosure of Disqualifying Interest and General Nature Thereof

Sara declared a pecuniary interest in item 5.1 as her business will promote the event.

## 3. Approval of the Minutes

### Resolution:

Moved by Councillor John Broderick, Seconded by Heather Harding, Be It Resolved, that the Creemore Business Improvement Area Board hereby approve the meeting minutes dated February 08, 2022 as presented. Motion Carried.

#### **4. Street Décor Update**

Sara Hershoff provided a brief overview of spring street décor. Winter décor should come down shortly and will require ladders to reach. The Board will reach out to the membership for assistance in removing décor.

The Board discussed the storage and cleaning of street décor and potential storage.

#### **5. Events**

##### 5.1 Easter

Sara reviewed the proposed plans submitted by event organizer Darci-Que. Promotion for the event will begin March 14, 2022 in the Creemore Echo.

##### 5.2 Food Tour

Linda provided an overview of the proposed experience and informed the Board that the organizer will contact local businesses to further discuss details, interest, and participation with a potential starting date of May or June.

Laurie arrived at 7:14p.m. and resumed the position of Chair.

##### 5.3 Creemore Nights

Sara informed the Board that she has not received any communication regarding potential grants.

Sara provided information on inviting a member from the Village Green to join the Creemore Nights sub-committee to ensure the BIA is informed with Village Green initiatives and to create synergy across all events and activities in Creemore as there is no Program Manager hired yet, Sara will continue to update the BIA Board as required.

#### **6. Public Participation**

No public participation was presented.

#### **7. Financial Report**

Treasurer Sara Hershoff is prepared to submit year end details and has requested additional information from the Township Finance Department, with no response yet.

#### **8. Marketing**

Chair, Laurie Severn provided information regarding the creation of a social media job description to manage the social media accounts.

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## 9. New Business

### 9.1 Creemore BIA Constitution Review

#### **Resolution:**

Moved by Sara Hershoff, Seconded by Jackie Durnford, Be It Resolved that the Creemore Business Improvement Area Board hereby:

- 1) Receive the Report (Creemore BIA Constitution) dated March 8, 2022; and,
- 2) Endorse the Creemore Business Improvement Area Constitution with the following comments and feedback:
  - Remove Associate Membership,

Motion Carried.

### 9.2 Sidewalk Sale

The Board discussed the potential of hosting some sidewalk sales or events.

### 9.3 Turas Mor

Heather Harding provided information on the 2022 Turas Mor event.

## 10. Next Meeting – April 12, 2022 at 7:00 p.m.

## 11. Motion to Adjourn

#### **Resolution:**

Moved by Councillor John Broderick, Seconded by Sara Hershoff, Be It Resolved, that the Creemore Business Improvement Area Board Meeting hereby be adjourned at 8:04 p.m.

Motion Carried.

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Laurie Severn, President

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Cayla Reimer, Committee Coordinator