



Creemore BIA Board of Management Meeting Minutes

The Creemore Business Improvement Area Board of Management met in a virtual zoom session on April 12, 2022 at 7:00p.m.

Those in attendance were:

President: Laurie Severn
Past President: Jackie Durnford
Treasurer: Sara Hershoff
Secretary: Heather Harding
Council Rep: Councillor John Broderick

Members: Jennifer Yaeck
Linda de Winter
Milynn Benoit

Staff: Records Management Coordinator, Sarah Corbett
Councillor Thom Patterson
Community Culture and Tourism Coordinator, Amanda Murray

1. Approval of Agenda

The Board discussed adding item 4.2 Parking, Patios, & Pedestrians

Resolution:

Moved by Councilor John Broderick, Seconded by Jackie Durnford, Be It Resolved, that Creemore Business Improvement Area Board hereby approve the agenda dated April 12, 2022 as amended. Motion Carried.

2. Disclosure of Disqualifying Interest and General Nature Thereof

No disqualifying interests were declared.

3. Approval of the Minutes

Resolution:

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

4. Street Décor Update

4.1 Street Cleaning

President Laurie Severn informed the Board that she has been in communication with the Township and working with the Deputy Director of Public Works who has committed to two street cleaning sweeps for the 2022 season, spring (April 19) and late fall as the equipment is not owned by the Township and cleaning is weather dependent. The Board discussed hiring a company through the Township for additional street sweeping/cleaning at \$135/hr.

The Board discussed cleaning of Mill and Caroline streets and possibility of sidewalks. The Board reiterated the importance of communication and notice as information and schedule must be passed to the residents, visitors, and business owners of the area to ensure the street is clear of vehicles to adequately clean the streets at the designated dates and times.

The Board discussed creating a budget for increased street cleaning initiatives.

Resolution:

Moved by Jackie Durnford, Seconded by Sara Hershoff, Be It Resolved, that the Creemore Business Improvement Area Board hereby create a budget for street cleaning in the amount of \$1,200 for the 2022 year. Motion Carried.

4.2 Parking, Patios, & Pedestrians

Councillor Thom Paterson informed the Board that he is creating a proposal to address parking as it relates to the BIA area, Station on the Green, Village Green, and Gowan Park through the creation of a municipal parking area at the Creemore Medical Centre.

The Board discussed current parking spaces and locations that facilitate parking in and for the BIA as well as potential solutions.

Thom would like to gather information from shop owners as to who would like to have a patio for the 2022 season to better plan for pedestrian traffic and the decrease in parking due to potential patio extensions.

The Board discussed the anticipated proposal and provided additional input and suggestions including wayfinding, time limited parking, bike rack placement & green spaces, and overnight parking.

Councillor Broderick and Paterson also provided information on a potential pedestrian activated crosswalk.

4.3 Spring Flowers

Spring flowers should be displayed by the May 24 long weekend.

4.4 Muskoka Chairs and "Take a Seat" Program

Sara provided information to the Board regarding chair sponsorship, 11 of 12 chairs have been sponsored. Sara suggested adding additional chairs and expanding the program. The Board discussed potential location of additional chairs and work involved.

The Board discussed sweeping the sidewalks and washing the chairs prior to being put out.

5. Events

5.1 Easter

The Board discussed the upcoming Easter event.

5.2 Creemore Nights

President Laurie Severn informed the Board that the BIA was not successful in the grant application and therefore do not have the funds required to host the proposed 2022 events.

Chair of the Creemore Nights Events Committee, Sara Hershoff informed the Board that with the lack of success in the My Main Street Grant application process Creemore Nights is not possible to continue at this time and looks to dissolve the ad hoc Creemore Nights Events Committee.

Resolution:

Moved by Sara Hershoff, Seconded by Milynn Benoit, Be It Resolved, that the Creemore Business Improvement Area Board hereby dissolve the Creemore Nights Events Committee. Motion Carried.

5.3 Summer Programming

President, Laurie Severn provided background information on four (4) proposed events to host throughout the summer since the loss of Creemore Nights; Summer Solstice (June 24), Autumn Equinox (Sep. 17), July 1st Community Picnic, and an event in conjunction with the Copper Kettle event (Aug 27).

Resolution:

Moved by Linda de Winter, Seconded by Sara Hershoff, Be It Resolved that the Creemore Business Improvement Area Board hereby create a 2022 Summer Events Subcommittee chaired by Laurie Severn and Linda de Winter. Motion Carried.

President and 2022 Summer Events Subcommittee Co-Chair, Laurie Severn presented a draft budget for the four proposed summer events;

- June 24 – Summer Solstice - \$9,900,
- July 1 – Canada Day on Mill - \$2,600,
- August 27 – Copper Kettle Sidewalk Sale - \$1,000, and

- September 17 – Fall Equinox - \$9,500.

Additional required expenses included;

- Volunteer coordination - \$1,000,
- All photography - \$3,000,
- All marketing, social media, website, and print - \$5,000, and
- All non-date specific site expenses/capital purchases - \$1,200.

For a total budget of \$33,200. Laurie provided a list of income including;

- Corporate sponsors - \$15,000
- Bar income - \$3,200,
- BIA contribution - \$5,000, and
- Grant - EDC proposal - \$10,000.

The Board discussed the events and associated proposed budget.

Resolution:

Moved by Sara Hershoff, Seconded by Jennifer Yaeck, Be It Resolved that the Creemore Business Improvement Area Board hereby approve the proposed 2022 Summer Events Budget as presented with a financial commitment up to \$15,000. Motion Carried.

5.4 July 1st, 2022 Bike Parade

Laurie Severn informed the board that Jennifer Yaeck has agreed to organize the July 1st, 2022 Bike Parade on behalf of the BIA Board.

Resolution:

Moved by Sara Hershoff, Seconded by Linda de Winter, Be It Resolved that the Creemore Business Improvement Area Board hereby appoint Jennifer Yaeck as the event organizer for the 2022 July 1, 2022 Bike Parade. Motion Carried.

6. Public Participation

No public participation was presented.

7. Financial Report

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

Sara provided an overview of spending thus far and informed the Board that levy funds

have not yet been received.

8. Marketing

Chair, Laurie Severn informed the Board that Past President, Jackie Durnford will provide content for the webpage and possibly creating a webpage in conjunction with the Village Green to combine marketing efforts as visitors do not necessarily recognize independent groups and the benefits of creating an inclusive Experience Creemore events and marketing page.

9. New Business

9.1 Clearview Tourism Update & Staycation Webinar

Community Culture and Tourism Coordinator, Amanda Murray provided an overview of Township marketing initiatives and associated events calendars along with posted upcoming Clearview events. The event calendar is updated in three-month increments and provides additional training opportunities and deadline dates.

Amanda provided an overview on marketing initiatives; activity guide, signature event rack cards, magnets, social media campaigns, etc. and how other Clearview groups can better leverage their marketing efforts through Southern Georgian Bay Tourism, Experience Simcoe County, and RTO7.

Amanda provided information on the upcoming Staycation Tax Credit Webinar scheduled for Monday April 25, 2022 from 3 – 4p.m.

9.2 In Person Meetings

The Board discussed the benefits and drawbacks of both in person and virtual meetings and the current meeting schedule.

10. Next Meeting – May 10, 2022 at 7:00 p.m. virtually

11. Motion to Adjourn

Resolution:

Moved by Linda de Winter, Seconded by Jennifer Yaeck, Be It Resolved, that the Creemore Business Improvement Area Board Meeting hereby be adjourned at 9:23 p.m. Motion Carried.

Laurie Severn, President

Cayla Reimer, Committee Coordinator

Board & Committee Meeting Minutes are not a Final Document of the Corporation until adopted by the Board/Committee.