



Call to Order

An Executive Meeting of Strathroy's BIA was held on Wednesday, June 14th, 2023 at 8:30 am, at City Hall with Zoom option. Meeting commenced at 8:30.

Invitees

<input checked="" type="checkbox"/> Colin Grantham	<input checked="" type="checkbox"/> Frank Kennes	<input checked="" type="checkbox"/> Nathan Wilcox	<input checked="" type="checkbox"/> Daniel Kiekens
<input checked="" type="checkbox"/> Sue Looman	<input checked="" type="checkbox"/> Kaity Phillips	<input checked="" type="checkbox"/> Courtney Sinclair	<input checked="" type="checkbox"/> Chris Traczuk
<input checked="" type="checkbox"/> Meredith Chatelain	<input checked="" type="checkbox"/> Maysee McLean		

Regrets

Guests:

Heather Lalonde

Main Motions/Upcoming Actions:

Motion:	Update/Next Steps:	Motion to Approve:	Second Approver:	Voted:
Maysee McLean - Introduction	BIA Coordinator	N/A	N/A	N/A
Approval of Previous Meeting Minutes <i>2023-06-19</i>	A motion will be made to approve the minutes of the Wednesday, May 10th, 2023 Executive meetings.	Sue	Frank	Yes

Officer's Reports

Motion:	Update/Next Steps:	Motion to Approve:	Second Approver:	Voted:
1. FINANCE <i>Sue Looman</i>	TREASURERS REPORT <ul style="list-style-type: none"> <li>• More money under commercial revenue line - Junes budget will move over (will reduce)</li> <li>• Reserve account</li> <li>• Streetscapes paid</li> <li>• Print advertising (BIA welcome packages)</li> <li>• CTV commercials - 3 positions available</li> </ul>	Kaity	Nathan	Yes
2. PROMOTIONS <i>Chris Traczuk</i>	<ul style="list-style-type: none"> <li>• Patios Update                             <ul style="list-style-type: none"> <li>• Original idea scrapped</li> <li>• New proposal with wheelchair ramps and rails available</li> <li>• CIP to be applied for again</li> <li>• Cost to be finalized with the Connor</li> </ul> </li> </ul>	N/A	N/A	N/A

	<ul style="list-style-type: none"> <li>• August Night Market Ideas? <ul style="list-style-type: none"> <li>• BIA supplying entertainment - proposed DJ is available for date - Dance party in the intersection - what are the funds available for this?</li> <li>• Strathroy pride - co-sponsor to run and give out glow sticks, etc (light up the night theme)</li> <li>• Promotions budget available for radio</li> <li>• Frank looking into sponsorship</li> <li>• Chris to confirm date and payment with DJ</li> <li>• Can we leverage volunteers and sound equipment from somewhere?</li> </ul> </li> </ul>			
3. BEAUTIFICATION <i>Kaitly Phillips &amp; Nathan Wilcox</i>	<ul style="list-style-type: none"> <li>• Planters &amp; Summer Flowers <ul style="list-style-type: none"> <li>• Wondering if we can plant items into the small planters on either side of the garbage <ul style="list-style-type: none"> <li>◦ Missing garbage can on violets side of front street</li> </ul> </li> <li>• BIA signage</li> </ul> </li> <li>• Banners <ul style="list-style-type: none"> <li>• Printmore <ul style="list-style-type: none"> <li>◦ Get Kelsey to move forward with banner designs - Chris noted to include "Shop local"</li> <li>◦ Cost is looking to be approx. 3500 for banner printing, \$200 graphic design</li> </ul> </li> <li>• Printing</li> <li>• Designs</li> </ul> </li> </ul>	N/A	N/A	N/A
4. COMMUNICATIONS <i>Meredith Chatelain</i>	<ul style="list-style-type: none"> <li>• Update on Behind the Business posts</li> <li>• Newsletter Update</li> <li>• Other communications that need to go out <ul style="list-style-type: none"> <li>• Brittany Wagner doing behind the business posts</li> <li>• Working on updates for summer newsletter</li> <li>• Meridith to give communication about road closures and Drag Storytime</li> </ul> </li> </ul>	N/A	N/A	N/A
5. BUSINESS ADVOCACY <i>Courtney Sinclair &amp; Dan Kiekens</i>	<ul style="list-style-type: none"> <li>• Parking A-frames to be put out on Market Saturdays (Hannah)</li> </ul>	N/A	N/A	N/A
6. SECURITY <i>Dan Kiekens</i>	N/A	N/A	N/A	N/A

Upcoming Discussions/Parking Lot:	Update/Next Steps:
New Businesses	<ul style="list-style-type: none"> <li>• One pager distribution <ul style="list-style-type: none"> <li>• Maysee to send out dates and times that works for distribution with other BIA members</li> <li>• To include women in business maps</li> </ul> </li> </ul>
Strathroy Market - Hannah Sladics - <a href="mailto:market@strathroy-caradoc.ca">market@strathroy-caradoc.ca</a> )	<ul style="list-style-type: none"> <li>• Night Market: August 5th</li> <li>• Weekly Market - May 20th-Oct 7th with road closure 7am-1pm</li> <li>• Pilot free spaces for BIA members</li> </ul>
BIA Member Social or host Biz after Biz with Chamber of Commerce	Thursday, July 27th - BIA Rusty Wrench Social, July 20th 6-8
Electronic solution to Dickens Dollars	Not moving forward with this - too costly and downtown dollars weren't being used as intended in previous years.

	- Look into OBIA - Tourism may be able to do something like this
Small Town Christmas (Hometown Christmas?)	<ul style="list-style-type: none"> <li>• Friday, Nov 25th or Saturday, Nov 26th?</li> <li>• Subcommittee to be developed in partnership with Chamber of Commerce</li> <li>• Create BIA Hometown Christmas committee</li> <li>• Cost breakdown requested from Treasurer</li> </ul>

New Business's In/Business's Out of Area

Upcoming Meetings:

Board Meeting - July 12th from 8:30 - 10:00 @ City Hall or Zoom  
 General Member meeting 2023 - date to be determined.

Motion to Adjourn

*Motion - 2023-06-20 - 9:40 - Kaity, Seconded by Frank*