



Call to Order

An Executive Meeting of Strathroy's BIA will be held on Tuesday, September 10th, 2024 at 8:30am, at City Hall with Zoom option.

Invitees

<input checked="" type="checkbox"/> Colin Grantham	<input checked="" type="checkbox"/> Frank Kennes	<input 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 type="checkbox"/> Chris Traczuk
<input type="checkbox"/> Meredith Chatelain	<input type="checkbox"/> Katelyn Cody	<input checked="" type="checkbox"/> Heather Lalonde	

Regrets:

- Meredith
- Nathan
- Katelyn
- Chris

Guests:

Kait Topham

Main Motions/Upcoming Actions:

Motion:	Update/Next Steps:	Motion to Approve:	Second Approver:	Voted:
Approval of Previous Meeting Minutes <i>2024-09-01</i>	A motion will be made to approve the minutes of the Tuesday, August 13th, 2024 Executive meetings.	Sue	Colin	Yes

Officer's Reports

Motion:	Update/Next Steps:	Motion to Approve:	Second Approver:	Voted:
1. FINANCE <i>Sue Looman</i>  <i>2024-09-02</i>	TREASURERS REPORT <ul style="list-style-type: none"> <li>• Income from reserve account</li> <li>• Payment to Katelyn for consulting and phone</li> <li>• BIA grant programs - Mens shop and Mugs</li> <li>• Commercials - same 9 spots, contracts in place and payments received, 3 locations changed their commercials</li> </ul>	Dan	Colin	Yes
2. PROMOTIONS <i>Chris Traczuk &amp;</i>	<ul style="list-style-type: none"> <li>• Hometown Christmas - Nov 29th - 4-8pm</li> <li>• Lions tree lighting</li> </ul>	N/A	N/A	N/A

<i>Dan Kiekens</i>	<ul style="list-style-type: none"> <li>• 2 Santas</li> <li>• Market on Frank St Only</li> <li>• Front St will be licensed</li> <li>• Security will be taken care of by BIA</li> <li>• Horse and carriage booked - 4 hours (BIA payment)</li> <li>• BIA to look into filling the Front St space with activities (one side will be used for the Horse Carriage)</li> <li>• Activities in the Wright Foundation again?</li> <li>• Inflatables available to use from Winterfest</li> </ul>			
<i>2024-09-03</i>	<ul style="list-style-type: none"> <li>• Introduce a grant for other Front St Businesses to keep "lights on" to incentivize being open during this event - \$200 per business <ul style="list-style-type: none"> <li>◦ Create a shop hop map of guaranteed open businesses - application due by October 31st so signage can be created to showcase open businesses</li> </ul> </li> </ul>	Chris	Sue	Yes
3. BEAUTIFICATION <i>Kaity Phillips &amp; Nathan Wilcox</i>	<ul style="list-style-type: none"> <li>• Bridge Planters - if we were to alter the planters on the bridge, this would cost too much money to save the plants from being tossed overboard <ul style="list-style-type: none"> <li>• Look into colour and plant schemes for next year</li> </ul> </li> <li>• Beautification Grants</li> </ul>	N/A	N/A	N/A
4. COMMUNICATIONS <i>Meredith Chatelain/Katelyn Cody</i>	<ul style="list-style-type: none"> <li>• Commercial Update</li> </ul>	N/A	N/A	N/A
5. BUSINESS ADVOCACY <i>Courtney Sinclair &amp; Nathan Wilcox</i>	<ul style="list-style-type: none"> <li>• Discuss water accumulation in front of S.K.I.L Dojo <ul style="list-style-type: none"> <li>• Someone from the town should be reaching out to Jerry discuss issue</li> </ul> </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:
AGM	<ul style="list-style-type: none"> <li>• Tues Oct 29th - 6:30pm - TBC with The Duke <ul style="list-style-type: none"> <li>• Give BIA an opportunity to submit questions/comments before the meeting if they cannot make the meeting</li> </ul> </li> </ul>
Brand Launch	<ul style="list-style-type: none"> <li>• Hand out Mugs and Stickers <ul style="list-style-type: none"> <li>• 4 of 9 members have connected</li> <li>• 4 of 9 members have handed out</li> </ul> </li> </ul>
Relevant Municipal Updates	<ul style="list-style-type: none"> <li>• Garbage Can Update - will be in place for Next Spring</li> <li>• Big Dig Official Statement Update <ul style="list-style-type: none"> <li>• Suggested to have a full time coordinator available for this project</li> </ul> </li> <li>• Signage at corner of Caradoc and Front</li> </ul> <p>Sept 25th - Free Fire Extinguisher Training offered Oct 22nd - Small Business Appreciation Breakfast</p>
Remembrance Day 2024	<p>Milestone anniversary of the cenotaph - to discuss throughout the year how to incorporate BIA in the celebrations.</p> <ul style="list-style-type: none"> <li>• To meet with the town on how we can support the anniversary of the cenotaph</li> <li>• Need to get approval from the Legion to use trademarked Poppy</li> <li>• 3x the amount of Crocheted poppies available for use</li> </ul>

CTV Commercial for BIA	<ul style="list-style-type: none"> <li>• Will talk to Wright Foundation about putting together a trademarked commercial jingle <ul style="list-style-type: none"> <li>• Wright foundation to look into putting together a commercial - Courtney can look into trademarking info &amp; legalities</li> </ul> </li> </ul>
OBIAA (Ontario Business Improvement Area Association) - <i>Parked</i>	<ul style="list-style-type: none"> <li>• \$281.01 annual fee - Parking lot</li> <li>• If we pay for this - do you have the resources to use this?</li> </ul>
Event Recaps/Upcoming Projects - <i>Parked</i>	<ul style="list-style-type: none"> <li>• Mural Project - <b>PROJECT ON HOLD</b>  <a href="https://www.railwaycitytourism.com/murals.html">https://www.railwaycitytourism.com/murals.html</a>  <a href="https://www.andrewgunnconsulting.ca/">https://www.andrewgunnconsulting.ca/</a> </li> <li>• Put "beautification" expenses towards beautification grants - 20 @ \$250 = 5K</li> </ul>

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

N/A

Upcoming Meetings:

Board Meeting - Tuesday, October 8th, 8:30am

Motion to Adjourn

*9:43am - Motion 2024-09-04 - Kaity, seconded by Dan, all in favour.*