



Call to Order

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

Invitees

<input 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 type="checkbox"/> Kaity Phillips	<input checked="" type="checkbox"/> Courtney Sinclair	<input checked="" type="checkbox"/> Chris Traczuk
<input type="checkbox"/> Meredith Chatelain	<input type="checkbox"/> Katelyn Cody	<input checked="" type="checkbox"/> Heather Lalonde	

Regrets:

- Katelyn Cody
- Kaity Phillips

Guests:

Main Motions/Upcoming Actions:

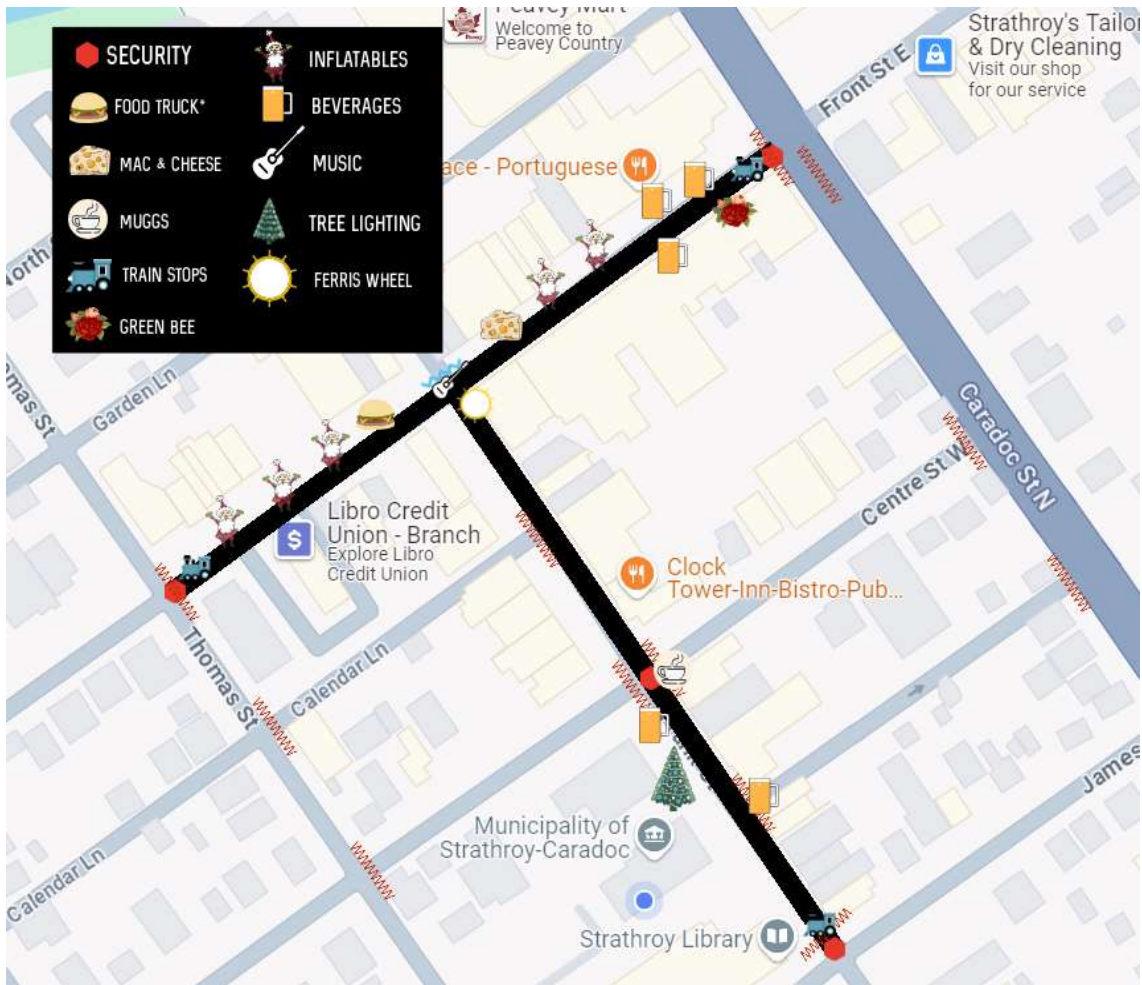
Motion:	Update/Next Steps:	Motion to Approve:	Second Approver:	Voted:
Approval of Previous Meeting Minutes <i>2024-10-01</i>	A motion will be made to approve the minutes of the Tuesday, September 10th, 2024 Executive meetings.	Sue	Chris	Approved

Officer's Reports

Motion:	Update/Next Steps:	Motion to Approve:	Second Approver:	Voted:
1. FINANCE <i>Sue Looman</i> <i>2024-10-02</i>	TREASURERS REPORT <ul style="list-style-type: none"> • Interest income from reserve account • Paid expenses for Go Daddy and .ca domain, and Microsoft 365 essentials • Beautification grant - Ukrainian Perogies and Cookie Bar paid • Waiting on September invoice from BIA Coordinator • Waiting for 2 receivables for merchant CTV video productions 	Chris	Frank	Approved
<i>2024-10-03</i>	<ul style="list-style-type: none"> • Approval to hire a new BIA Coordinator <ul style="list-style-type: none"> ◦ \$25/hour for 20 hours max/week 	Chris	Dan	Approved

2. PROMOTIONS <i>Chris Traczuk & Dan Kiekens</i>	<ul style="list-style-type: none"> • Hometown Christmas - Nov 29th - (Vendors on Frank, activities on Front) - see map below <ul style="list-style-type: none"> • To purchase a Christmas Bench • Funding Santa, Anna, and Elsa for photo ops • Keep the "Lights On" Grant - \$200 per business (50 available) <ul style="list-style-type: none"> • Create a shop hop map of guaranteed businesses open - application due by Oct 31st so signage can be created 	N/A	N/A	N/A
3. BEAUTIFICATION <i>Kaity Phillips & Nathan Wilcox</i>	<ul style="list-style-type: none"> • Plant order for Summer 2025 • Not doing bridge planters • Making changes to plant varieties 	N/A	N/A	N/A
4. COMMUNICATIONS <i>Meredith Chatelain/Katelyn Cody</i>	N/A	N/A	N/A	N/A
5. BUSINESS ADVOCACY <i>Courtney Sinclair & Nathan Wilcox</i>	<ul style="list-style-type: none"> • Tues Oct 29th, 6:30 at the Duke <ul style="list-style-type: none"> • Give BIA an opportunity to submit questions/comments before the meeting if they cannot make it • To ask BIA members to provide input on how to move forward with BIA board • Sidewalk water concerns from SKIL Dojo <ul style="list-style-type: none"> • Any updates? 	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:
Coordinator Position	<ul style="list-style-type: none"> • Katelyn has resigned, to hire a new coordinator <ul style="list-style-type: none"> ○ Approval to hire a new BIA Coordinator ○ \$25/hour for 20 hours max/week
Relevant Municipal Updates	<ul style="list-style-type: none"> • Garbage Can Update - will be in place for Spring 2025 • Big Dig Official Statement Update <ul style="list-style-type: none"> • Statement timeline? • Suggested to have a full time coordinator available for this project • Signage at corner of Caradoc and Front - TBD • Free Fire Extinguisher Training offered Sept 25th • Small Business appreciation breakfast - Oct 22nd
New Brand Launch	<ul style="list-style-type: none"> • New commercial template in on CTV
Transition Planning and Board Recruitment - <i>Parked</i>	TBD
OBIAA (Ontario Business Improvement Area Association) - <i>Parked</i>	\$281.01 annual fee - Parking lot <ul style="list-style-type: none"> • If we pay for this - do you have the resources to use this?
Event Recaps/Upcoming Projects - <i>Parked</i>	<ul style="list-style-type: none"> • Mural Project - PROJECT ON HOLD https://www.railwaycitytourism.com/murals.html https://www.andrewgunnconsulting.ca/ • Put "beautification" expenses towards beautification grants - 20 @ \$250 = 5K



[New Business's In/Business's Out of Area](#)

N/A

[Upcoming Meetings:](#)

Board Meeting - Tuesday, November 12th , 8:30am

[Motion to Adjourn](#)

09:48am - Motion - 2024-10-04 - Chris, seconded by Sue, Approved