



Call to Order

The Executive Meeting of Strathroy's BIA was virtually called to order on February 10, 2021 at 8:01 am.

Attendees

Voting members in attendance included Robin Tiller, Renée Sferrazza, John Pammer, Marie Baker and Demetri Makrakos. **Regrets:** Sue Looman, Chris Traczuk

Approval of Minutes

Motion 21-02-06 was made by Demetri Makrakos to accept the amended minutes of Jan 13, 2021 meeting. John Pammer seconded. All in favour. Carried.

Actions/Main Motions

General Manager position discussion and update

We have received some of the information from Raegan and the laptop will be available this week. We have received all the login information for all the accounts except for the gmail account. We have been told that we need all our stuff out of the Seniors' Centre by the end of February. Demetri will follow up again with Bill Dakin regarding correspondence that we can send for outstanding accounts although he did receive some payments this month that may have been to settle these accounts.

Farmers Market

John Pammer asked about whether or not Front Street will be closed for the 2021 Farmers' Market. No one had an answer for that. John expressed how important it is for the BIA to be involved in the decision-making of the Market and how impactful street closures are on downtown businesses. Hopefully Chris will be able to provide us with an update at our next meeting. Chris has been added to the Farmers' Market email circulation so that he can attend their meetings.

General Meeting

We are required to have 2 or 3 of these annually and they have fallen off. It was suggested that these take place on April 28, August 25 and October 20, 2021. If it turns out that we only require 2 general meetings, then we will forego the August meeting.

MYFM

Discussion ensued about the request by MYFM for a monthly 20 – 30-minute radio spot focussing on the BIA. We are in the process of rebuilding currently and not in a position to fill that much airtime. It was suggested that we respond to MYFM seeing if they would be amenable to spotlighting local businesses as we feel this could be a valuable resource for our downtown.

Dickens Dollars discussion and update

Of the \$75,000 that was put in circulation, we have now collected back \$60,000. Demetri mentioned that he is running out of cheques to reimburse the businesses. He will have to order more but they take 7 to 10 business days. He can get cheques from the bank on demand for \$1 each if we wanted to get the cheques out as soon as possible. The Board decided to leave the decision to Demetri depending on how many cheques he needs to write.

Motion 21-02-07 was made by Demetri Makrakos and seconded by Renee Sferazza to go in camera.

Motion 21-02-08 was made by Demetri Makrakos and seconded by Renee Sferazza to return to the regular meeting.

Officer's Reports

Treasurer's Report – Sue was not able to attend the meeting and had no report.

Communications Report – Robin had a meeting last month and she was the only one who attended. She will continue to hold these meetings and hopefully she will get people to attend.

Beautification Report – John met with Rob Lilbourne who advised that the flowers have been ordered for this year. John asked how often the flowers are watered. Rob indicated that they are watered 3 times weekly. John would like to have a conversation with Thuss Greenhouses to get a quote for something a bit bigger and more elaborate for the 2022 season. The gold standard is Parkhill, where the Horticultural Society looks after caring for them and watering them. John will also try to find a contact with the Parkhill Hort Society to discuss their care plan for their flowers.

Promotions Report - Chris was not able to attend the meeting and had no report.

Business Advocacy Report – Demetri has submitted a grant application for 6 patios in the downtown area for this summer.

Next Meeting(s)

Communications Committee: Wednesday, February 17, 2021 at 9:00 am.

Executive Meeting: Wednesday, March 10, 2021 at 8:00 am.

Adjournment

Motion 21-02-09 was made by Demetri Makrakos to adjourn the meeting at 9:20 am. John Pammer seconded. All in favour. Carried.