



Call to Order

The Executive Meeting of Strathroy's BIA was virtually called to order on December 1, 2021 at 8:05 am.

Attendees

Voting members in attendance included Robin Tiller, Sue Looman, Marie Baker and Bill Dakin. **Regrets:** Jerrika Geneau, John Pammer, and Chris Traczuk.

The committee welcomes Bill Dakin, Director of Financial Services for the Municipality of Strathroy-Caradoc, as the interim second representative from the municipality. He will be replacing Demetri Makrakos until Demetri's replacement is hired.

Guests:

Approval of Minutes

Motion 21-12-45 was made by Sue Looman to accept the minutes of November 10, 2021 meeting. Robin Tiller seconded. All in favour. Carried.

Actions/Main Motions

CTV contracts

No issues. Everything is good.

Proposed new office space

The municipality is still looking to try and find a good spot for the BIA and Chamber office space.

Brand Ambassador Grant

We were notified last night that we were not successful in receiving this grant

Update on empty Board Seats

No leads.

Liability insurance for BIA Board Members

Bill reached out to the municipality insurance broker last night and will circulate her response as soon as he receives it.

Treasurer's Report – We have paid for the urns and the lights. We will pay for the social media contract when it is complete and we are waiting for the bill for the bows. Sue will circulate the financial report by email later this week when she can access it and we can approve it via email. Since Demetri is gone, we need another signing officer. Marie agreed to be the 3rd signing officer. Cludio Inc. - We declined to pay

their invoice of \$1000 as we do not have a contract with them and we have heard nothing back from them since. This item is closed.

Promotions Report – Chris was not at the meeting, so no report was presented.

Communications Report – Jerrika was not at the meeting, so no report was presented.

Beautification Report – John was not at the meeting, so no report was presented. John had circulated some information about the cost of the hanging baskets prior to him leaving for vacation. We will wait to discuss this further when he returns.

Business Advocacy Report – No update. Demetri held this position, so it is vacant.

Security Committee Report – No update. Demetri held this position, so it is vacant.

Other Business

Small Town Christmas Update

Robin has spoken with Jenna about the social media campaign and has asked for a schedule of what is being and to be posted, but she has yet to receive this.

Ladies Night was a success. It is our hope that more stores participate in future. As a result of the participation of all the ladies in the downtown, we have \$150 to donate to WRRRC.

We discussed the plans for the next three Saturdays. For December 11th and 18th we will have horse and carriage rides from town hall to the Shops on Sydenham from 11 am to 3 pm. We will not be closing down the streets. Bill will ensure that town hall and the police service is aware. Invest in Middlesex is dropping off some swag bags for us to distribute on the 11th and 18th. This will be given to our downtown merchants to give away to customers. They are also sending a photographer on the 18th to take some photos of our event.

Next General Meeting will be in March 2022

We would like to have an in-person meeting and also have our budget ready for presentation, so it was decided that we will schedule this for March 2022. Exact date and location TBD.

Next Meeting(s)

Executive Meeting: Wednesday, January 12, 2022 at 8:00 am.

Communications Committee: Wednesday, January 19, 2022 at 9:00 am.

Adjournment

Motion 21-12-46 was made by Sue Looman to adjourn the meeting at 8:42 am. Marie Baker seconded. All in favour. Carried.