

**SBIA BOARD MEETING MINUTES**  
**JUNE 23, 2022**  
BIA BOARD OFFICE & VIA ZOOM

**Present:** Justin Niklaus, Chair, Bruce Martin, Chris Robinson, John Divinski, Paul Schendel, Sara Porter, Lisa Mills

**1. Call to Order: 4:03 pm**

**2. Additions to Agenda:**

a) Tracy Murray, SMHF/Gran Fondo

2022 Gran Fondo will be Sunday, August 21st, funds raised for new CT scanner. Up to \$100,000 will be matched by Bruce Power.

Starting point will remain at the Flag and that portion of High Street will be closed until 9am and the race ends with an indoor picnic at the Coliseum.

The SMHF is hoping to make the event span a weekend next year (2023), and has expressed interest in sitting down with the SBIA to discuss ways to encourage participants to eat, stay and shop in Town whether that be a bag with coupons to be given to each participant at registration - *this could even be done this year if Members had materials ready the week prior.*

Stats: will be provided regarding the number of participants,(1,000 in 2019), the number of riders from away (approx 60% from 100km or more).

Lisa will send an e-blast to Membership with the details along with a link to send SMHF business name, website, promo being offered and they will post them on the GF website and then put together an eblast to go out to their mailing list as well.

We will circle back with SMHF in September to discuss opportunities and create an ad hoc BIA/Gran Fondo committee.

**3. Declaration of Pecuniary Interest**

None declared.

**4. Chair's Report**

None.

**5. Treasurer's Report**

Budget is on track with the majority of expenses to date under the Admin category and some Events and Promotions.

Further to a query at the last meeting regarding the BIA levy, Bruce indicated that our budget is based on need and that if we feel, in developing the 2023 budget, we have initiatives requiring additional funds, they could be applied for.

**6. Coordinator's Report**

- a) Randall Bird from Port Elgin Rotary has issued an invitation to South and Port BIA's to discuss opportunities.  
Chair will follow up with Mr. Bird.
- b) Board Elections: Bruce Suggests that we set a date for a combined AGM and Election and the Board has chosen the Third Tuesday in November, AGM to be held annually and Elections every four years.  
Lisa circulated a package containing guidance regarding Board Elections from OBIAA along with a draft nomination form.
- c) VISA Downtown Gift Card Programme  
Sara will provide details about this programme at the next meeting.

**7. Streetscape Report, Bruce Martin**

Next steps: High Street Renewal Committee will meet with John MacDonald Architects the week of July 18th with the intent to have public consultation the week of July 25th.

The Committee will need to confirm a date and select a venue. Suggestions were Rotary Hall, St Paul's Church or the Museum. The public meeting will be a hybrid with Zoom link.

Committee will also need to connect with the Town for their participation and input.

Per last meeting, it was suggested the Committee have on hand case studies, testimonials and pictures of before and after in other communities such as Collingwood, Waterloo and Guelph.

**8. Promotions and Events, Paul Schendel**

- a) Flag Quest packages are being distributed this week to member businesses outlining the contest, asking for their code word and a donation.
- b) Music on High will commence July 1st.
- c) BIA cling decals with a QR Code linking to the BIA website's events page, are being distributed and installed by Paul.

**9. Membership, Sara Porter**

- a) Associate Membership: Sara will research other BIA's who have Associate Memberships and what that benefits might be for an Associate and the BIA
- b) Bruce County Playhouse has approached the BIA to publicise their fundraising efforts that include a Gala on July 7th and a Garden Party on July 9th and we will be happy to post on our socials and website events page.

**9. Town Report, John Divinski**

The SS Trolley is definitely mothballed and we understand that the Chamber is looking to sell the vehicle.

The Board asked John to speak to the appropriate people to have the Trolley Stops removed completely and not simply have an "Out of Service" sticker put on them again this year.

**10. Next Meeting: July 21st, 4pm**

**11. Meeting adjourned at 5:04pm**

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