

SBIA BOARD MEETING MINUTES
AUGUST 18, 2022
BIA BOARD OFFICE & VIA ZOOM

Present: Justin Niklaus, Bruce Martin, John Divinski, Paul Schendel,, Lisa Mills

Via Zoom: Chris Robinson

Regrets: Sara Porter

1. Call to Order: 4:07 pm

2. Additions to Agenda:

None

3. Adoption of July 21st, 2022 Minutes

Motion to Adopt Minutes: John Divinski

Seconded by: Bruce Martin

Carried

4. Declaration of Pecuniary Interest

None declared.

5. Chair Report

None.

6. Treasurer's Report, Bruce Martin

a) Budget remains on track with the majority of expenses to date under the Admin category and some Events and Promotions;

b) Streetscape Committee is awaiting invoice from Town for seasonal flowers;

c) Total spending to date is \$22,612.14 (Updated budget attached. *Note re: Streetscape Consultant, the balance for this expenditure was brought forward from 2021 Budget and is reflected in our overall budget calculations.*

Motion to adopt working budget to date: Bruce Martin

Seconded by: Paul Schendel

Carried

7. Coordinator's Report, Lisa Mills

a) Gran Fondo: Membership was advised how they could participate in email blast;

b) RTO7 and Spruce the Bruce - Board Members and General Membership encouraged to follow on socials or sign up for emails to avail themselves of programmes and grants;

- c) Port Elgin Tankard: Sara Porter attended a meeting with Tankard/Scotties Committee and Chamber of Commerce. *See Sara's email to the Board dated August 10th*
- d) AGM and Board Election:
Motion to create Nominating Committee consisting of Chris Robinson and Sara Porter
Moved by: Bruce Martin
Seconded by: Paul Schendel
Carried

8. Streetscape Report, Bruce Martin

The High Street Renewal Committee will meet with key Town Departments on August 25th to discuss concepts and garner feedback and support;

The Draft Proposal from JMA was forwarded to Board via email;

It is hoped that there will be a presentation for Membership early fall and to Public by Thanksgiving;

The meeting with the Town will determine any additional work required for Proposal and any overages from JMA.

9. Promotions and Events, Paul Schendel

- a) Flag Quest was well received by Membership and 36 Members distributed Ballots and 35 Members donated prizes having a value of approximately \$1,500; 76 Ballots were submitted, 60.5% were local; two prize winners were from out of town, one local;
- b) Music on High: Dave Rudell and Paul Schendel will be retiring from organising and setting up MOH as of next year and would welcome a sub committee to take over this popular summertime event
- c) Ladies at the Lake: intention to attract 400 registrants;
 - ii) save the dates have been posted on socials and a printed bookmark has been distributed;
 - iii) Theme is to be "Magic";
 - iv) Committee will commit dollars to advertising in addition to an RTO7 grant of \$1,000 for social media advertising;
 - v) Kickoff event on Friday, October 14th at Museum - a ticketed event with live music and other entertainment, food, drink and swag bags;
 - vi) all communications (socials, etc), will encourage pre-booking of restaurants and accommodations;
 - vii) Committee will look to retailers, food purveyors and accommodators to offer events and promotions, and to the service businesses for sponsorship of portions of the Friday night event;

viii) Events to date include bike tours by 173 High Street, Small Group shopping with Sisters Studio, Sundaes on Saturday at FUN;

10. Membership, Sara Porter

Sara would like to finalize Associate Membership Criteria and fee at the next meeting.

11. Town Report, John Divinski

- a) The Big Flag pole will be taken down after Labour Day for a safety inspection and coat of fresh paint. As a public safety measure, the area will be fenced off during inspection and painting. It is anticipated that this will take not longer than a week.

- b) In time for the National Day of Truth and Reconciliation on September 30th, there will be a new crosswalk at Lansdowne and Victoria Streets. The design of the cross walk will be orange in colour, feature a feather motif, and “Every Child Matters” on the east side of the street. It is hoped that a Medicine Wheel graphic will be at the west side of the street.

**12. Next Meeting: September 15th, 4pm at the BIA Office or via Zoom
Sara Porter to Chair**

13. Meeting adjourned at 5:24pm-