

BIA MEETING MINUTES

Date: November 2nd, 2022
Time: 7:30 am
Location: Remotely

Members, Staff and Guests Present Remotely:

Scott Patterson, Chair
Todd Kasenberg, Mayor
Matt Ash
Tami Cressey
Harminder Nijjar
Nick Cadotte
Frances Hale
Carolyn Young
Alyssa Kuepfer, BIA Coordinator
Simon DeWeerd, IT
Kim Kowch, North Perth Community Development Coordinator
Justin Dias, Perth County Economic Development Officer
Lindsay Cline, Clerk

Absent:

Sean Eaton

1. Call to Order

Chair Patterson called the meeting to order at 7:33 a.m.

2. Land Acknowledgement Statement

Chair Patterson stated “We acknowledge that we are on the traditional land of the Anishnaabe people. We wish to recognize the long history of Indigenous People of Canada and show our respect to them today. We recognize their stewardship of the land, may we all live with respect on this land and live in peace and friendship.”

3. Declarations of Pecuniary Interest

None.

4. Delegations

None.

5. Approval of Minutes of Previous Meeting

5.1 July 6, 2022 Minutes

Moved by Harminder Nijjar, Seconded by Todd Kasenberg
THAT: The July 6, 2022 meeting minutes be approved.

CARRIED

6. Business Arising from Minutes

None.

Chair Patterson advised that Brad Cross has tendered his resignation from the Board effective immediately.

7. Economic Development Update – Kim Kowch, North Perth Economic Development Officer

Kim Kowch, North Perth Economic Development Officer, provided an update on the façade program. The deadline for submissions is December 2, 2022 and there is a requirement to start the project within 6 months. Kim advised that the Set 7 technical skills training hub is very busy with various training opportunities. New opportunities are being added on a regular basis. Updates can be found at www.set7.ca. Kim also advised that Kyle Coffey has joined the municipality as the new Economic Development Coordinator. Kim provided an update on the priority setting activity that the North Perth Economic Development Advisory Committee undertook. The key priorities that were identified involve agriculture and affordable and attainable housing.

8. Perth County Update – Justin Dias, Perth County Economic Development Officer

Justin Dias, Perth County Economic Development Officer, advised that the Discover More Adventures program recently won an award for innovation at the Ontario Tourism Summit. Justin also provided an update on various programs and initiatives, including the Digital Service Squad, Digital Main Street website, Cycle Tourism Summit event on November 14th, Stratford Perth Centre for Business and PC Connect. Justin advised that staff are working on a community profile refresh to be rolled out in the new year.

9. Items for Discussion

Chair Patterson introduced Alyssa Kuepfer, the new Listowel BIA Coordinator.

Alyssa Kuepfer, Listowel BIA Coordinator, presented the Coordinator's report. Alyssa advised that the Deck the Halls Christmas event is taking place November 17, 18 and 19th. Businesses are encouraged to offer later hours, sales and promotions, and donations will be collected to make up a gift basket.

Alyssa provided a status update on Christmas decorating, which will start on November 14th.

Alyssa advised that some concerns have been raised from the business community regarding the dates of the Deck the Halls event.

Chair Patterson shared his thought that the BIA should spend money to provide necessary support and promotion of the Deck the Halls event. He advised that the cost could be a few thousand dollars for promotional advertising and that \$1000 from the parade could be reallocated to promotion of the Deck the Halls event.

Board members were in agreement to reallocate the funds and Alyssa was directed to promote the event as much as possible.

Alyssa advised that a grant wasn't received for the rainbow Christmas tree decoration. Chair Patterson sought feedback from members on how to proceed with this. Members agreed that a rainbow Christmas tree is outside of the Board's mandate. Chair Patterson advised that direction on where the request came from for the rainbow Christmas tree will be looked at for a future meeting.

Alyssa provided information on the location of Remembrance Day banners and that complaints have been received that the banners weren't put in the right location. Discussion took place on the BIA's involvement with the banners.

Moved by Todd Kasenberg, Seconded by Tami Cressey

THAT: The BIA provides support to the Legion with existing hardware/infrastructure for flying the Remembrance Day banners.

CARRIED

Alyssa raised the concern that there is division among downtown businesses. She also provided information regarding future plans for social media and summarized local business news.

Discussion took place regarding moving back to in-person meetings, as well as the possibility of moving meetings to different local businesses around town.

Moved by Todd Kasenberg, Seconded by Nick Cadotte

THAT: The BIA Coordinator be directed to bring a report back to the BIA regarding the logistics of holding in-person BIA meetings at different business locations.

CARRIED

Alyssa highlighted events and plans for 2023, including developing the 2023 budget, Paddyfest, Win This Space, AGM and updating the member directory.

9. Council Update

Mayor Todd Kasenberg provided an update from North Perth Council, including:

- One-way street trial changed back to two-way traffic
- Signing childcare agreement with Stratford related to affordable daycare provisions
- Received first housing strategy
- NPEDAC priorities were endorsed by Council
- Fundraising campaign started for Memorial Park
- Engaged in employee branding project
- Received report on electric vehicle charging stations
- Awarded tender for first phase of North East Master Plan area
- Received final report on North Perth Agricultural Excellence Strategy
- Expressed intent on management of dog kennels
- Received progress report on Strategic Plan
- Constituted 2023 Budget Committee with Councillor Lee Anne Andriessen as Chair and Councillor Neil Anstett as Vice-chair
- Expressed concerns with performance of MPAC
- Approved water meter replacement project
- Recent planning applications – Zoning By-law Amendment for Pioneer Gas Bar property, OPA 206, Lunor Subdivision
- Endorses moving forward with organic composting program with BRA
- Suspended COVID-19 vaccination policy

10. Correspondence

None.

11. Other Business

None.

14. Adjournment

Moved by Matt Ash, Seconded by Nick Cadotte
THAT: The BIA Board adjourns this meeting at 8:46 a.m.

CARRIED

CHAIR, Scott Patterson

RECORDING SECRETARY