



Annual General Meeting Minutes

Wednesday January 6th, 2021

6:00pm - Zoom Virtual Meeting

<https://us02web.zoom.us/j/88998348675?pwd=SFNkL29zaUxiSmdRSkiYMHhac0FnUT09>

Attendance:	Quorum: 5/7
Jessie Bate, President	Present
Richard Popiez, Vice President	Present
Kristen Bowman, Director	Present
Ashley Coleman, Director	Present
Kym Hutcheon, Municipal Councillor	Present
Sharon Johnson, Director	Absent
Nicole Schneider, Director	Absent
Paulette Pierol (Municipal Rep, Non-voting)	Present
Laura Elliott, Manager (Staff, Non-voting)	Present
Mayor Chris Peabody (Non-voting)	Present
Fiona Hamilton (Non-voting)	Present

1. Call to order
 - a. Jessie called meeting to order at 6:01pm
2. President's Welcome
3. Adoption of the January 6th, 2021 agenda
 - a. Moved- Kim
 - b. Seconded- Ashley
4. Approval of the December 7th, 2020 minutes
 - a. Moved- Kim
 - b. Seconded- Ashley
5. 2020 Annual Report
 - a. Presentation of 2020 Financial Statement
 - b. Annual Report Highlights of 2020

- i. BIA saw a significant overhaul of staff in 2020
- ii. Promotions were held virtually for majority of the year
- iii. The Events and Promotions Committee hosted the First Annual Hometown Christmas Market which was a huge success. Proper actions were taken to ensure that the event was Covid friendly.
- iv. The Walkerton Dollars received a new design in 2020. Over \$105,000 worth of Walkerton Dollars were sold in 2020. There is over \$90,000 of unclaimed Walkerton Dollars from 2020 within the community, we encourage everyone to advertise if they accept Walkerton Dollars - if you are unsure of the process of accepting Walkerton Dollars please reach out. If you are a BIA member you are able to accept them.
- v. The BIA created and launched a new website in 2020
- vi. A Social Media Style Guide was created for the BIA to ensure that all advertisements are branded correctly
- vii. The Board of Directors created a 2021 Strategic Plan

6. Presentation of 2021 Strategic Plan

a. The strategic plan features 6 strategic pillars, they include:

- i. Customer Attraction
- ii. Member Engagement
- iii. Marketing
- iv. Events and Promotions
- v. Beautification
- vi. Operation of the BIA

b. Customer Attraction

i. The objectives are to create a recognized brand, positive reputation in the community, and bring our members “ideal customers” to the BIA

1. These objectives will be fulfilled by streamlining our events, building our brand, teaching the community about the importance of the BIA, and developing BIA experience guides.

c. Member Engagement

i. The objective is to create a supportive member network with a clear mandate that collaborates for a more effective business area

1. Our objective will be fulfilled by promoting relatability with business owners, sharing information to members effectively, creating events and promotions that are inclusive to the entire membership, creating new recognition awards for businesses significant pillars of success, and adding Annual Recognition Awards to future AGM's

d. Marketing

i. The objectives are to effectively engage consumers, create awareness of offerings within the BIA, and create a recognized brand and positive reputation within the community

1. Our objectives will be fulfilled through properly planned social media management, effective print advertisements (in the newspaper, signage, shopping guides, and calendar of events), email marketing, and radio advertisements

e. Events and Promotions

i. The objectives are to build events and promotions that will highlight the benefits of the Walkerton BIA and attract customers to the area, streamline our events, and create cohesive promotions

1. 2021 Main Events Include:

- a. A business social golf tournament
- b. Spring market (in the parkette)
- c. Fall walking tour
- d. Hometown Christmas Market

2. 2021 Main Promotions Include:

- a. Town wide yard sale
- b. Fall decorating kits
- c. Fall tune-up campaign
- d. Poppy campaign
- e. Shop Walkerton and Win
- f. Date Night promotion

3. NEW in 2021

- a. The current Events, Promotions and Networking

Committee will become the new Events, Promotions and Beautification Committee

- i. Prior to each season the Board of Directors will do a call out to members for the upcoming season to see which BIA members are interested in helping with planning seasonal events, promotions and beautification projects for the upcoming season. There is no long term commitment required!

f. Beautification

i. Our objectives are to create a unified and unique levied area

1. Our objectives will be fulfilled by requesting funds from the Municipality to beautify the levied area, providing facade grants for the beautification of business storefronts (5 grants at \$300 each), dispersing seasonal signage to all members, and changing seasonal decorations within the levied area.

g. Operation of the BIA

i. Our objective is to revamp the operational system of the BIA to designate more funds to the promotion of the BIA businesses and to the beautification of the levied area

1. Our objectives will be fulfilled by reducing operational expenses such as rent and utilities. As well as, creating new sources of revenue.

h. 2021 Strategic Plan was voted on and passed by the membership

i. Vote results - 87.5% in favour

7. 2021 Draft Budget

a. Major changes from last year's budget include:

- i. The BIA no longer hosts the Visitor information centre, so we don't have the funding and expenses from it
- ii. No Doors Open Revenues and Expenses for 2021
- iii. The Board has requested \$8000 from Council to cover the costs of seasonal decorations for the planters and brick welcome signs to help fulfill the Beautification section of our 2021 Strategic Plan

iv. NOTE: Special Events Income will include: sign up fees for special promotions, event registration, booth payments for markets, golf tournament registration fee, ect.

b. Membership voted on and passed the 2020 Budget with 87.5% in favour

8. Update on Grants Available to Small Businesses

a. Paulette introduced grants available to businesses including the upcoming Ontario Support for Small Businesses Grant which will allow small businesses to apply for a grant totalling anywhere from \$10,000 to \$20,000.

9. Mayor's Message

a. Mayor Peabody announced that the Municipality will be expediting the removal of snow on the sidewalks to ensure that curbside pick-up is easily available for businesses closed due to Covid-19. The Parks and Rec head of the department will be putting a committee together to develop a plan for the Parkette and plans to include members of the BIA for feedback.

10. Question Period

a. First Question: How is the BIA serving the members in the South Industrial Park?

i. Laura explained how the new Strategic Plan ensures that all areas on business within our BIA are included in events and promotions that are happening throughout the year

b. Second Question: You mentioned the amount of Walkerton Dollars sold in the past year, is this consistent with previous years?

i. Laura explained that the totality of Walkerton Dollars sold in 2020 has nearly doubled the amount sold in 2019

11. Adjournment

a. Jessie closed meeting at 6:29pm