



**WALKERTON**  
BUSINESS IMPROVEMENT AREA

**BOARD MEETING AGENDA**

Wednesday, November 4<sup>th</sup>, 2020

8:30 a.m. Walkerton Community Centre (Upstairs)

<b>Attendance:</b>	<b>Quorum: 6/7</b>
Jessie Bate, President	Present
Richard Popiez, Vice President	Absent
Kristen Bowman, Director	Present
Ashley Coleman, Director	Present
Kym Hutcheon, Municipal Councillor	Present
Sharon Johnson, Director	Present
Nicole Schneider, Director	Present
Laura Elliott, Manager (Staff, Non-voting)	Present

**1. Call to order**

- Jessie Bates called the meeting to order at 8:36am at the Walkerton Community Centre

**2. Acceptance of Agenda**

**Moved by- Kym Hutcheon**

**Seconded by- Ashley Coleman**

**Carried**

**3. Conflict of Interest/Pecuniary Interest**

- Not applicable

**4. Approval of Minutes**

- Minutes from the previous board meeting will be provided at the next meeting
  - Present at next meeting - Monday, November 16th

**5. Business Arising from the Minutes**

- Not applicable

**6. Accounts Payable**

6.1 Motion to pay October Bills

- Present at next meeting - Monday, November 16th

## 6.2 Motion to accept General Ledger

- Present next meeting - Monday, November 16th

## 7. Ongoing Business

- Strategic Plan
  - i. Meeting for the strategic plan will be held on Monday, November 16th.
    - A timeline for the strategic plan needs to be in place before the budget can be created for 2021.
  - ii. Manager will send notes from previous Strategic Planning meeting so the board can look over before November 16th
- Website
  - i. The website will be published and the domain will be transferred by eCrew. Changes will continue to be made after publishing.

### **Motion to launch the website**

**Moved by- Ashley Coleman**

**Seconded by- Nicole Schneider**

**Carried**

## 8. Reports/Updates

### 8.1 BIA Office – Laura Elliott

Manager summarized her report to the board.

- Request Waiver of Dump Fees
    - i. Motion to request to council that the BIA is waived dumps fees in order to work towards the goals of our 2021 strategic plan
      - Moved by- Nicole Schneider**
      - Seconded by- Kristen Bowman**
- Carried**
- 360 Camera
    - i. Motion to allow business owners the use of the BIA's 360 Degree Camera for 48 hours with iPad, with a signed waiver, for the purpose of advertising their business
      - Moved by- Nicole Schneider**
      - Seconded by- Kristen Bowman**
- Carried**
- AGM Date
    - i. Date for the 2020 AGM will be chosen at November 16th meeting
  - Printer
    - i. Motion to allocate \$250.00 of the BIA Office Expenses budget to purchasing a wireless printer for small projects at the BIA
      - Moved by- Sharon Johnson**
      - Seconded by- Kristen Bowman**
- Carried**
- Walkerton Dollars
    - i. Manager brought forward a possible option for the Walkerton Dollars system. She will find out more information regarding the system and bring information forward at a future meeting.
  - BIA Office Lease

- i. Board and Manager will review lease and look into the possibility of subletting the current BIA office space
- IT Support
  - i. Motion to support the allocation of \$500 of the BIA Office Expenses budget to IT Support. This support will move shared files and records to a different computer, as the main computer now is having technical issues.  
**Moved by- Ashley Coleman**  
**Seconded by- Nicole Schneider**

**Carried**
- Phone
  - i. Manager is going to contact Wightman's regarding the phones. And will look into the possibility of switching the current landline services to mobility services.
- Events and Promotions for 2021
  - i. Will be discussed at the upcoming meeting on November 16th.
- Office Hours
  - i. Motion to make drop-in office hours Monday, Tuesday, Wednesday from 9am-12pm. The office will be closed to the public during all other hours.  
**Moved by- Sharon johnson**  
**Seconded by- Kym Hutcheon**

**Carried**
- Member Portal
  - i. Manager is going to work on creating a "members only" portal to the website.

***At 9:40am Kristen Left***

**8.2 Brockton Visitor Information Centre – Laura Elliott**

- The Brockton Visitor Information Centre is no longer run by the Walkerton BIA. Brochures have been removed except for the ones advertising Walkerton, Brockton and Bruce County areas.

**8.3 Brockton Council – Kym Hutcheon**

- The Walkerton Fire Hall may become a central training area. This will bring more visitors to Walkerton.
- Parks and Rec are looking into a non-leash dog park.
- Council has approved the licensing for the Hometown Christmas Market

**8.4 Economic Development Committee – Kym Hutcheon/ Paulette Peirol**

- The former Energizer plant has been leased for the use of a Marijuana plant. The building will be filtered to avoid smell outside of the plant.
- Paulette is working on the murals for downtown- almost finalized.

**8.5 Events, Promotions & Networking Committee – Nicole Schneider/Kristen Bowman/Jessie Bates**

- Nicole is doing voice recordings for radio advertisements for Shop Walkerton and Win and the Hometown Christmas Market. The Events Committee is ready for the Christmas Market, just waiting on approval of the liquor license. Laura and

Nicole are working on picking up donations for SW+W Early Bird Prize, the promotion brought in approx. \$4000. Nicole went over the radio advertisement.

#### **9. Business Updates**

- Rustworthy is moving to former Lee & Lyn Store and rebranding (Willow Home)
- HerStory is coming to former Samava Yoga Studio
- Laura Kirstine is moving into Rory's building
- Walkerton Technology Centre in former Fork 'n Good Food
- Bruce County Combat and Fitness reopened

#### **10. Correspondence**

#### **11. Adjournment**

- ***Closed at 9:48am***

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**Next Meeting:** *November 16<sup>th</sup>, 2020 at 8:30am at Walkerton Arena - Strategic Plan Meeting*