



WALKERTON
BUSINESS IMPROVEMENT AREA

BOARD MEETING AGENDA

Monday, December 7th, 2020

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

Attendance:	Quorum: 5/7
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	Absent
Nicole Schneider, Director	Present
Paulette Pierol (Municipal Rep, Non-voting)	Present
Laura Elliott, Manager (Staff, Non-voting)	Present

1. Call to order

- Jessie called the meeting to order at 8:45 at the Walkerton Community Centre

2. Acceptance of Agenda

Moved by- Kim

Seconded by- Nicole

Carried

3. Conflict of Interest/Pecuniary Interest

Cheques Issued for:

The Guest House- Jessie

His Style - Kristen

Flowers by Usss - Nicole

4. Approval of Minutes

Moved by- Ashley

Seconded by- Kim

Carried

5. Business Arising from the Minutes

- Wightmans
 - i. New services are live

6. Accounts Payable

6.1 Motion to pay November Bills

Moved by- Ashley

Seconded by- Kim

Carried

6.2 Motion to accept General Ledger

Moved by- Nicole

Seconded by- Kim

Carried

7. Ongoing Business

○ 2021 Strategic Plan

i. Strategic Plan was discussed and a few changes were added:

1. Events, Promotions, and Networking Committee will become the Events, Promotions, and Beautification Committee. Each season the BIA will do a call out to members to allow participation on the Committee for the upcoming season.
2. Beautification Section Expanded
 - a. Seasonal Changes
 - i. Coordinated planters
 - ii. Brick welcome signs decor changed seasonally
 - b. Brick Welcome Signs
 - i. New landscaping at signs
 - ii. BIA responsible for the decorating of the signs

○ Annual General Meeting Date

i. Tentative date for the BIA AGM is Wednesday, January 6th at 6:00pm

○ 2021 Draft Budget Review

i. Changes:

1. Add Beautification Funds

a. \$2000/season to change planters and welcome signs decor

8. Reports/Updates

8.1 BIA Office – Laura Elliott

Processes approx. \$65,000 of Walkerton Dollars. Grand total sold so far in 2020 is \$84,495. Created the Strategic Plan Draft document, draft budget, published and shared the new website.

8.2 Brockton Council – Kym Hutcheon

The Snow Birds will be visiting Brockton in June 2021

8.3 Economic Development Committee – Kym Hutcheon/ Paulette Peirol

Heritage murals are up now in town. Two painted murals have been treated so they will last longer. They will be treated every year with a protective layer. New sign for the south industrial park with logos. Request for land in the upper business park has been going successfully. Master plan for services being created. Houses are booming, people coming from out of area. TO and KW area. Heritage properties being bought up and revitalized. Old Mill near Paisley has sold, building in Cargill has sold with bank and bar a cross the road.

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

No update

9. Business Updates

- Fish Tails and Story Trails - Opening soon
- Hicks and Hicks building for rent

10. Correspondence

11. Adjournment -

- **Meeting closed at 10:02am**

Next Meeting: *January 6th, 2020 at 6:00 pm – Virtual Zoom Meeting*