



**WALKERTON**  
BUSINESS IMPROVEMENT AREA

**BOARD MEETING AGENDA**

Monday, January 18th, 2021

Virtual Zoom Meeting

<https://us05web.zoom.us/j/82439173054?pwd=bjk5aGxEQTczb25KVUNYeE5QNFlhUT09>

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

**1. Call to order**

- Jessie called meeting to order at 9:42am

**2. Acceptance of Agenda**

- Moved- Kym
- 2nd- Richard

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

- Accounts Payable
  - i. The Guest House - Jessie Bates
  - ii. Tranquility Spa and Salon - Ashley Coleman

**4. Approval of Minutes**

**Approval of closed session minutes from:**

- August 12, 2020
  - i. Moved- Nicole
  - ii. 2nd- Kristen
- August 26, 2020
  - i. Moved- Nicole
  - ii. 2nd- Jessie
- September 28, 2020

- i. Moved- Nicole
  - ii. 2nd- Kym
- October 14, 2020
  - i. Moved- Richard
  - ii. 2nd- Ash

Financial Statement - Jessie is signing and returning to Fiona

## **5. Business Arising from the Minutes**

## **6. Accounts Payable**

### 6.1 Motion to pay December Bills

- Moved- Richard
- 2nd - Kristen

### 6.2 Motion to accept General Ledger

- Was accepted at AGM

## **7. Ongoing Business**

- Board Member Resignation
  - i. Accept Sharon's Resignation
    - 1. Moved- - Kym
    - 2. 2nd - Jessie
  - ii. Director applications close Feb 11th
- BIA Covid-19 Response
  - i. Letter to MPP Lisa Thompson
    - 1. Request that places like Walmart close their non-essential sections
      - a. Mayor Peabody has been speaking with Lisa Thompson regarding this
      - b. Very large concern for our economy - without community there is no business and without business there is no community
      - c. Express our concerns
      - d. Reach out to other BIA and see if they feel a similar way
  - ii. What is the BIA doing? Plan?
    - 1. Sending poll to businesses - so we can decide what the voice is in the community and determine what needs the membership has

## **8. Reports/Updates**

### 8.1 BIA Office – Laura Elliott

- Final tally for Walkerton Dollars sold in 2020 is \$105,955
- In Nov. and Dec. alone over \$85,000 were sold
- Currently working from home
- Shop Walkerton and Win winner, Joanne Lippert, picked up her prize last week
- She is going to send a photo of the BBQ and package set up and plans to call both businesses to personally thank them for the prize

- Feedback from SWW- Many participants have given feedback that they would like to have business owners ask to punch their cards - I have said that next year we will ask businesses to put a "Get your card punched here" sign at their till
- 8.2 Brockton Council – Kym Hutcheon
- Budget deliberations start tomorrow - Two days - and will be finalized in February
- 8.3 Economic Development Committee – Kym Hutcheon/ Paulette Peirol
- Meeting today at noon - Last meeting presented a tourism proposal that was accepted to go to council tomorrow
  - Series of succession planning webinars - with Saugeen Connects groups - free for any business who wants to pass their business on, add a partner, pass onto family - Jan-March
  - AWE - Advancing Women Economically - for female entrepreneurs (want to be business owners or current business owners) - If you attend all 10 webinars - you get \$500 - Do not have to say how you spent the money - only 9 spots left - Brockton, Wellington North, Minto, Hanover, West Grey
  - Get more grant information out
  - Business in Energizer- unsure when they will be opening - Have been in touch with planning and building department- no site plan yet
- 8.4 Events, Promotions & Beautification Committee – Nicole Schneider/Kristen Bowman/Jessie Bates
- Jeff Davis sent out a message to members for thank you notes
  - Promoting restaurants in January/February
    - Tag the BIA in a photo of your take-out meal to win a weekly prize -
    - 519 - Old Joes - Walker's- Sunny Side - Serendipity - Chinese Food - Sushi - Old Garage- Godfathers - Pizza Delight - Green Bean - Simply Delicious - Tim Hortons - Dairy Queen - Subway - White Rose Cafe
    - Encouraging restaurants on social media - add hours of operation
  - 2021 Event Planning
    - Get a package put together for the upcoming events and promotions - Request one big donation through the year instead of small prizes throughout the year
    - Events calendar for the year
  - Walking scavenger hunt - Selfie in front of it - enter with passport online
  - In It Together logo at the into town signs - visit Directory at Walkerton BIA website

## 9. Business Updates

- Pitbaldo is for rent
- A Little of Everything for rent
- Hicks and Hicks for rent

## 10. Correspondence

## 11. Adjournment

Jessie closed meeting at 10:59am

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**Next Meeting:** *Monday, January 25, 2020 via Zoom*