



WALKERTON

BUSINESS IMPROVEMENT AREA

BOARD MEETING AGENDA

Monday, January 25th, 2021

Virtual Zoom Meeting

<https://us05web.zoom.us/j/3906720563?pwd=RWhkYWt4RnBDaU5aalldqZFViNEtXdz09>

Attendance:	Quorum: 6/6
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
Laura Elliott, Manager (Staff, Non-voting)	Present

1. Call to order

- Jessie called meeting to order at 9:41am

2. Acceptance of Agenda

- Moved -Kym
- 2nd - Ashley

3. Conflict of Interest/Pecuniary Interest

- N/A

4. Approval of Minutes

- Approval of open session minutes from:
 - September 28, 2020
 1. Moved - Ashley
 2. 2nd - Nicole
 - October 14, 2020
 1. Moved - Richard
 2. 2nd - Nicole
 - January 6th, 2021 (AGM)
 1. Moved - Kristen
 2. 2nd - Nicole
 - January 18th, 2021
 1. Moved - Ashley
 2. 2nd - Jessie

5. Business Arising from the Minutes

- N/A

6. Accounts Payable

- N/A

7. Ongoing Business

- Board Member Application
 - i. Board Member Application is now open and will be shared by email blast, Facebook and Instagram.
- Council Budget Presentation Review
 - i. Laura shared that council will like to see the BIA work with the Municipality on the decorating of the three brick welcome signs, rather than the money be assigned directly to the BIA.
- BIA Covid-19 Response
 - i. Survey Results
 - 1. Laura went over the results of the BIA membership survey sent out. Many agreed that it was unfair that big box stores had all areas open (even unessential) while many small businesses were forced to close.
 - ii. Response Plan
 - 1. Board discussed promotions and social media strategies that the BIA can use to support businesses
- Restaurant Promotion
 - i. The BIA will run a 4 week long #TakeOutTuesday restaurant promotion, encouraging the community to enjoy takeout and share a photo of their food on Instagram and Facebook for a chance to win Walkerton Dollars.

8. New Business

- Summer Student Grant Application
 - i. Laura will be applying for 1 summer student position for the BIA. This position will resemble the “Digital Main Street” position. The student will work with businesses to create an online presence. The board agreed to add an extra \$2/hour wage on top of the \$14/hour provided by the government.

9. Reports/Updates

8.1 BIA Office – Laura Elliott

8.2 Brockton Council – Kym Hutcheon

Council has finished budget presentations and revisit the budget in February to finalize. Council is looking at a 1.5% budget increase from 2019.

8.3 Economic Development Committee – Kym Hutcheon/ Paulette Peirol

- There is a new investor in Cargill who will be purchasing the “Margaret’s Mercantile building. He is investing \$700,000 in the renovations and rezoning of the building.
- The Snow Birds will be coming to the Airport in 2021. Council will be giving \$5000 to the event.

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

- Discussed the rules for the #TakeOutTuesday promotion

10. Business Updates

- There is a new massage business going into the former “Pitbaldo Law Office”
- There is a new business going into the former “Charlie Rays” building

11. Correspondence

- N/A

12. Adjournment

- Jessie closed the meeting at 10:22am

Next Meeting: *Tuesday, February 15th @ 9:30am - Location TBD*