



# WALKERTON

BUSINESS IMPROVEMENT AREA

## BOARD MEETING MINUTES

Tuesday, April 6th, 2021

8:45am via Zoom

<https://us05web.zoom.us/j/83825233271?pwd=cnlCdEZUaE5teENGL1dVSk9CK1B5UT09>

<b>Attendance:</b>	<b>Quorum: 6/7</b>
Jessie Bate, President	Present
Richard Popiez, Vice President	Present
Kristen Bowman, Director	Present
Ashley Coleman, Director	Absent
Kym Hutcheon, Municipal Councillor	Present
Nicole Schneider, Director	Present
Aleasha Reich, Director	Present
Paulette Pierol (Municipal Rep, Non-voting)	Present
Mayor Chris Peabody (Non- voting)	Present
Laura Elliott, Manager (Staff, Non-voting)	Present

**1. Call to order**

- @ 8:48am

**2. Acceptance of Agenda**

- 1st- Richard
- 2nd- Kristen

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

- N/A

**4. Approval of Minutes**

- 1st- Kym
- 2nd- Richard

**5. Business Arising from the Minutes**

- Business Development Centre
  - i. We are able to move ahead with opening a Business Development Centre
  - ii. Waiting to hear back about summer student grant
  - iii. cleaning out BIA office

**6. Accounts Payable**

6.1 Motion to accept February General Ledger

- 1st- Richard
- 2nd- Jessie

6.2 Motion to pay February Bills

- 1st- Jessie
- 2nd- Richard

6.3 Motion to accept March General Ledger

1st- Kym  
2nd- Richard

## 7. **New Business**

- Retirement Recognition
  - i. Send flowers or plant with card from the BIA
  - ii. Social media post
- OBIAA BIA Professional Development Sessions
  - i. Laura looking into getting details about the sessions

## 8. **Reports/Updates**

### 8.1 BIA Office – Laura Elliott

Cleaning out the office. Thinking we should have a BIA table when we do the Townwide Yardsale to get rid of some stuff. Laura will work on a brochure for the Walkerton Restaurants.

### 8.2 Brockton Council – Kym Hutcheon

Strategic planning meetings and training on new purchasing procedures. Tomorrow is the first meeting for the Durham Street Parkette.

### 8.3 Economic Development Committee – Kym Hutcheon

Last meeting was about going over recommendations for the new strategic plan. Paulette discussed grants available and the business survey for the Municipal Strategic Plan

### 8.4 Events, Promotions & Networking Committee – Nicole Schneider/Kristen

Bowman/Jessie Bates

Hard to plan events and promos right now. Can't hold an event while restaurants and salons are closed, it would not be fair. Keeping Townwide Yardsale in the works because it is all outside.

BIA would like to come up with a letter to Lisa Thompson to suggest that Restaurants and Salons should be closed. There are some examples on Facebook we could use as a guideline. Have all business owners within favour to sign the document. The Directors brainstormed some ideas for the letter. The BIA will be working on a promotion to help benefit the businesses that are closed (restaurants and salons).

## 9. **Business Updates**

New business at A Little Of Everything has a sign up now and a coming soon poster

Papa V's is hiring - getting ready to open

## 10. **Correspondence**

- Dog Friendly Businesses - Email
  - i. The BIA will make "Dog Friendly Business" stickers that businesses can stick at the front of their business so people know they are welcome to bring a well-mannered dog inside.
- Herald Times
  - i. The BIA will share information regarding the Herald Time advertising opportunity
- Daytripping
  - i. The BIA will not be sharing an ad in the Daytripping Magazine this year

## 11. **Adjournment**

**@ 10:02am**

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**Next Meeting:** *Monday, May 3rd, 2021 @ 8:45am*