



WALKERTON

BUSINESS IMPROVEMENT AREA

BOARD MEETING MINUTES

Wednesday, November 14, 2018

8:30 am – Walkerton BIA Boardroom

PRESENT

President - Paul Crysler, Vice President - Chelsey Reich, Sharon Johnson , Dan Gieruszak, April Hawkins

REGRETS

Anita Gathercole, Brian Currie, Richard Popiez, Executive- Michelle Mackey

STAFF

Racheal Bye – Manager, Alishia Oberle – Administrative and Communications Assistant

President Paul Crysler calls the meeting to order at 8:53am

1.1 Adoption of November 14, 2018 agenda

A motion was made to adopt the November 14, 2018 agenda as presented.

MOTIONED BY – Chelsey Reich

SECONDED BY – Dan Gieruszak

MOTION CARRIED

1.2 Conflict of Interest/Pecuniary Interest

NONE

1.3 Approval of October 10, 2018 minutes

The wrong set of minutes were attached to the Board Package. The October 30, 2018 minutes will be attached and approved at the next meeting.

1.4 Business arising from minutes

None.

ACCOUNTS PAYABLE

2.1 Motion to pay October and November bills/accept bills paid

A motion has been to approve the October and November bills totalling

MOTIONED BY – Sharon Johnson

SECONDED BY – Dan Gieruszak

MOTION CARRIED

ONGOING BUSINESS

3.1 None.

REPORTS/UPDATES

4.1 Office – Racheal Bye

We will investigate into options for getting new computers for the BIA office as the current ones are due for replacement.

Christmas Lights: The twinkle lights that were scheduled to be up for Shoppers' Night are still delayed and not likely to be here in time. They were ordered back in July but are currently stuck at the border in customs. The company has offered to cover costs to express ship them here as soon as they are cleared at customs. A local company is contracted to set up the lights as soon as they arrive. We will try to find installation instructions for the twinkle lights and send them to the contracted business so they can be prepared when they arrive. We are hoping they will arrive in time for the Santa Claus Parade. Weber's had put up the holiday banners and were checking the light standards as they went – they have assured us that they are all working (we will get that in writing). If the lights are not up by the Santa Claus Parade we will suggest that the municipality send out another press release that should also be put in the newspaper. A personalized letter should also be circulated to all sponsors to make them aware of the situation.

Shoppers' Night: Since the lights will not arrive before Shoppers' Night we have put up the holiday banners and will decorate the gazebo at Victoria Jubilee Hall as well as the front steps of the library. We will have live music and possibly a dance group. The BIA will set up a tent and hand out hot chocolate. Radio advertising for Shoppers' Night has started and a Facebook ad was boosted and has already had almost 7000 views.

We will likely purchase new holiday banners next year. Our current holiday banners are likely in their last season.

AGM: Racheal and Alishia will plan the AGM this year. The letters were sent out on time, even with the postal strike. We have also put notice about the AGM in the weekly newsletter as well as on the website. We can also look at placing a newspaper ad. We will confirm the AGM agenda at the next meeting.

Trick-Or-Treat Walkerton was a great success. Some stores had almost 400 kids stop by. Some businesses have suggested changing the time next year to a 2 hour window in the afternoon (ie. 12pm-2pm) that doesn't conflict with the Optimist Halloween Bash which is always held in the morning. Many businesses enjoyed having the map this year because it encouraged people to head up Jackson St.

Shop Walkerton & Win will commence on Shoppers' Night. The results from our survey indicated most businesses prefer to use the stamp cards. We have 40 stores participating and many have donated to the grand prizes. The radio advertising has already been recorded and we will also be doing a Facebook push to promote.

Brockton Santa Claus Parade is Saturday November 24, 2018. It is run by the Walkerton Kinsmen but the BIA facilitates the event on their behalf. We currently have about 10 float entry forms but quite a few more should start coming in now. The Walkerton Kinettes will also have a meet and greet with Santa and Mrs Claus in the basement of the library before the parade.

Nov 23 – 9:30am There will be a preliminary 2019 budget review (Racheal, Chelsey, Paul)

4.2 Office – Paul Crysler

None.

4.3 Brockton Council – Dan Gieruszak

Discussion was widely varied over pros/cons of having a cannabis store in Walkerton. Business owners would not like to have a cannabis store on the main street, or perhaps even put it in another community of Brockton.

A proposal was brought to Council for rental of the Armoury building from Bobbi-Jo Moran. A decision to approve the proposal was tabled to give the Brockton Heritage Committee the opportunity to bring a proposal forward as well. This extension will be issued until January 2019.

Council unanimously decided to bring the suggestion of installing a crosswalk to Bruce County to connect the trail system by Old Garage Pizza to the Tim Hortons side of the street. There is also the possibility of using repurposed cross lights to reduce the overall cost.

The removal of the dam will commence in the spring as a bid has been accepted.

4.4 Community Improvement Committee – Racheal Bye

Currently working on the annual budget. Will continue to update and work on the delayed installation of the twinkle lights.

4.5 Economic Development Committee – Paul Crysler

The tour of Brockton for potential investors was a great success.

The Municipal airport is working to replace a few board members as well as a manager.

4.6 Events & Networking Committee – Chelsey Reich

None.

BUSINESS UPDATES

5.1 Business Recognitions: Walkerton Optometrist, Lee+Lynn, The Guest House

NEW BUSINESS

None.

CORRESPONDENCE

None.

CLOSED SESSION

None.

ADJOURNMENT

The meeting adjourned at 9:45 am

MOTIONED BY – Sharon Johnson

Next meeting scheduled for Tuesday December 4, 2018 at 8:30 am in the BIA Boardroom