



## **Walkerton Business Improvement Area (BIA) Board Annual General Meeting Notes**

Wednesday, December 1, 2021 at 7:30 p.m.

Walkerton Community Centre

**Present:** Jessie Spitzig, BIA Board President  
Fiona Hamilton, Clerk  
Chris Peabody, Mayor  
Kym Hutcheon, Councillor  
Paulette Peirol, Community Development Coordinator

### **1. Call to Order and Acceptance of Agenda**

Fiona Hamilton, Clerk welcomed BIA members to the Annual General Meeting, and provided an overview of the agenda.

### **2. Declaration of Pecuniary Interest or General Nature Thereof**

### **3. President's Welcome**

Jessie Spitzig, BIA Board President welcomed everyone to the meeting, thanking members for their support during the past challenging year.

### **4. 2021 Annual Report**

Fiona Hamilton, Clerk referenced the brief report prepared highlighting the Board's accomplishments in the past year, as well as the opportunities to grow. Ms. Hamilton noted that the Board had canvassed which model was best for the future of the BIA, and thanked members for their input on that survey, noting that the current model and levy limits remain in place.

The BIA also reconsidered their office space, exiting the lease agreement and partnering with the Municipality so that once the BIA Manager is hired, they will hold office hours at the Municipal Office three days a week, and work remotely the remainder of the week. The BIA Manager and businesses will also have the advantage of connecting with the Community Development Coordinator and Finance department. The savings from discontinuing the office lease will be allocated to additional programs and promotions.

The Municipality has taken over the administering of the Walkerton Dollars program, and will expand the service to Brockton Dollars in 2022, allowing businesses within the entire Municipality to participate. Ms. Hamilton noted that Walkerton Dollars will continue to be honoured, and can be redeemed at the Municipal Office.

Ms. Hamilton and Ms. Spitzig responded to inquiries from members regarding the BIA Manager position, advising on their office hour arrangement and opportunity to work remotely and interact with downtown businesses to provide support as needed.

Ms. Hamilton summarized the number of events conducted throughout the past year, including shopper events and the Hometown Christmas Market, and social media promotions.

Ms. Hamilton noted that Council amended the composition of the BIA Board from seven (7) members to five (5) members in order to assist with maintaining quorum at meetings.

### **5. 2020 Consolidated Financial Statements**

Ms. Hamilton advised that the Financial Statements were also included within the agenda package.

### **6. 2022 Draft Budget**

Ms. Hamilton provided an overview of the 2022 BIA Budget, noting a significant change was a reduction in wages as the BIA employees one staff member rather than an additional assistant.



Ms. Hamilton advised that as the BIA terminated the office lease agreement, funds are now able to be spent on programs and promotions, as well as an increase in the beautification budget. Ms. Hamilton noted the benefits that The Market Garden park project will bring to increasing beautification throughout Walkerton.

## **7. Question Period**

Ms. Hamilton responded to inquiries regarding obtaining copies of the agenda package.

Ms. Hamilton confirmed that the budget is based off the current levy, advising that the Board will monitor the next year's budget and determine its benefits and drawbacks in the future.

Mayor Chris Peabody thanked the BIA Board of Directors and Ms. Hamilton for their assistance throughout the year, providing a brief explanation of the levy to members.

Ms. Hamilton inquired for members' feedback on the budget, and canvassed whether the BIA members were in support of the budget.

Ms. Hamilton responded to inquiries regarding the BIA Manager wage.

Ms. Hamilton responded to an inquiry regarding the survey results, advising that the BIA Board and BIA members voted in favour of maintaining the current structure of a BIA and the existing levy limits. However, if individuals wished to form a Chamber of Commerce, they still have the ability to do so.

Ms. Hamilton advised that the approved budget will be brought forward within the Municipal Budget for Council's consideration.

Mayor Peabody provided comments on behalf of Council, thanking all BIA members for their resilience throughout the pandemic. Ms. Hamilton thanked the BIA Board of Directors for their dedication.

## **8. Adjournment**

The meeting adjourned at 7:51 p.m.