



Walkerton BIA Board of Directors Meeting Minutes
 Wednesday April 10th, 2019

Location: BIA Boardroom (101 Durham Street, Walkerton)

Time: 8:30am

Attendance:

(Quorum: 8/9)

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| Jessie Bates, Director | Present |
| Kristen Bowman, Director | Present |
| Racheal Bye, Manager (Staff, Non-Voting) | Present |
| Ashley Coleman, Director | Present |
| Anita Gathercole, Executive Director | Absent |
| Kym Hutcheon, Municipal Councillor | Present |
| Sharon Johnson, Director | Present |
| Alishia Oberle, Secretary (Staff, Non-Voting) | Present |
| Richard Popiez, Director | Present |
| Chelsey Reich, Vice President | Present |
| Randy Saunders, President | Present |

Also present were:

Sonya Watson, CAO Brockton
 Fiona Hamilton, Clerk Brockton
 Trish Serratore, CFO Brockton
 Paulette Peirol, CDC Brockton

1. Call to order

President Randy Saunders called the meeting to order at 8:30am.

2. Acceptance of Agenda

A motion was made to approve the agenda for the April 10th, 2019 meeting.

Moved by Kristen Bowman Seconded by Chelsey Reich

Carried.

3. Conflict of Interest/Pecuniary Interest

Chelsey Reich – OBIAA Conference
 Kristen Bowman – Walkerton Dollars
 Richard Popiez – Walkerton Dollars

4. Approval of Minutes – March 13th, 2019 minutes

A motion was made to approve the minutes from the March 13th, 2019 meeting.

Moved by Ashley Coleman Seconded by Sharon Johnson

Carried.

5. Business Arising From the Minutes

None.

6. Accounts Payable

6.1 Motion to pay March/April 2019 bills

A motion was made to approve payment for the March/April 2019 Bills.

Moved by Ashley Coleman

Seconded by Sharon Johnson

Carried.

6.2 Trial balance

A motion was made to approve the Trial Balance.

Moved by Chelsey Reich

Seconded by Kristen Bowman

Carried.

7. Ongoing Business

7.1 Accounting Being Moved to the Municipality – Trish Serratore, Sonya Watson and Fiona Hamilton

Racheal explained that the accounting should be changed over as it has been recommended by the accountant for a while now and makes the most sense going forward.

Trish, Sonya and Fiona presented about what the transition will look like and what the process will be. They will require a Chart of Accounts from December 2018 to set up a procedure and policy. They will work with BIA staff to set up a communication system going forward.

They also explained that Walkerton Dollars can be still paid out bi-weekly, or potentially even weekly.

The approximate cost for this service will be \$4000 a year but they will access staff time and adjust the price if necessary for 2020.

7.2 BIA By-laws and BVIC Memorandum

Sonya reminded the Board about the By-laws that affect the BIA as well as the Memorandum of understanding for the Brockton Visitor Information Centre. BIA staff will ensure that all approved minutes are sent to Fiona to be included in the Council package.

Sonya and Alishia will work together to improve the Brockton Visitor Information Centre. We would like to see more events targeted in the summer months with a booth set up and possibly have the centre open on Saturdays. In the future we could hire a student. Racheal referenced a report that was written about how Saturdays have been in the past. Alishia will include it in the next Agenda Package.

Reports on the Brockton Visitor Information Centre will be sent to Sonya quarterly to update on the last projects and data. Some of the projects that the BVIC is involved in include operating the centre, postcards, fishing maps, event calendars, ads in Daytripping, Escape magazine, etc., social media and website content, Tourist Town website, tracking visitor information, and providing CAO with quarterly reports.

In 6 months (October 2019) we will have Sonya come back to a Board meeting so the Board can provide an update.

Staff/Board should also take trips to other Visitor Information Centres to compare.

Fiona, Sonya and Trish left the meeting – 8:59am

7.3 Saugeen Student Start Up Program (SSUP) and Succession Planning – Paulette Peirol

Paulette presented about SSUP for grade 6 to 12. It is a small grant program for youth to start a business. Students who are accepted will receive \$200 and will also be able to attend seminars. If the student does a final presentation they will also receive an extra \$100. Each student is required to present a final report at the end of the summer.

Sponsorship opportunities are available to local businesses who wish to take part.

This is a joint program between a couple municipalities but they are hoping to have 5 youths chosen from each municipality but it is entirely dependent on the funding.

Kym Hutcheon entered the meeting – 9:09am

Paulette also presented about the Succession Planning program through Saugeen Connects. It is an anonymous program that matches those wishing to sell/retire their business with a suitable buyer. They are also expanding this program by targeting universities and recent grads who may be looking to take over a business.

Both of these programs will be included in the newsletter and promoted to the BIA members.

7.4 Banners

Racheal mentioned that CIC has been in discussion about the banners. Spruce the Bruce has not yet released their funding application decision. Brian Folmer (Chair of CIC) could be invited to the next Board meeting to provide a report on CIC.

8. Reports/Updates

8.1 Office – Racheal Bye

Racheal officially welcomed the new manager of the BIA, Alishia Oberle. The manager position was posted on the BIA and Brockton websites. A full application and interview process was conducted and the Executive Committee decided to hire Alishia as the manager. With the accounting moving to the Municipality it means the managerial role will have more time for promotions, events, etc.

The auditor will be coming in today (April 10) to finish up the audit process.

Quotes for Eastlink and Wightman service were provided to the Board. The only notable difference was that Wightman does faxes through a different ring on the phone whereas Eastlink send faxes by email. Eastlink had requested the opportunity to quote out their services and the Board agreed. The Board decided to remain with Wightman since there was no difference in service and the overall cost was slightly lower.

A motion was made to continue with Wightman service for internet and phone.

Moved by Kristen Bowman

Seconded by Sharon Johnson

Carried.

8.2 Brockton Council – Kym Hutcheon

No update.

8.3 Community Improvement Committee – Racheal Bye

CIC met the previous Wednesday and the banners were discussed.

Many grants have been applied for including replacement of the 'Here Ye' coming events signs and a roadside attraction accessible canoe. Spruce the Bruce is still sifting through applications and we will likely know their decisions within the next month.

We will need a new representative to sit on the CIC as the BIA rep. Ashely and Sharon may be interested.

The mural that was on the side of Scotty's was removed by Hawkins on March 28th and is currently stored in the BIA shed. It was actually the last mural painted by that particular artist.

There have been a few options discussed about where the mural will go and Brockton Heritage Committee may take it over.

8.4 Economic Development Committee – Kym Hutcheon/Randy Saunders

VPI presented at their last meeting as well as the Saugeen Start Up Program.

Sharon brought up the Birthing Centre – with the new Provincial Health Agency they are trying to get hubs everywhere and Brockton should be considered.

The Snowbirds will be returning in 2021 which will align with Homecoming.

8.5 Events, Promotions & Networking Committee – Chelsey Reich

Spring Shoppers' Night is coming up and the egg hunt is all ready to go. We are still in search of a student to wear the bunny costume.

The gift baskets were generously donated to and we actually had enough to make 3 baskets.

9. Business Updates

Essential Aesthetics – Building has sold.

Scotty's – Building has sold.

JR's – Building has sold.

Richard Popiez left the meeting at 9:47am.

10. New Business

Homecoming 2021 – there is a meeting on Monday April 15th.

Social Media Policy

According to the OBIAA staff and members should avoid any confrontation on social media.

Alishia will send the current BIA social media policy to the Board.

11. Correspondence

None.

12. Closed Session

None.

13. Adjournment

A motion was made to adjourn the January 1st, 2019 meeting at 10:00am.

Moved by Chelsey Reich

Carried.

Next meeting is scheduled for Thursday May 9th, 2019 at 8:30am in the BIA Boardroom.

****Due to staff attending the annual Brochure Swap the meeting has been moved to Thursday instead of Wednesday.***