



Walkerton BIA Board of Directors Meeting Minutes
Wednesday May 9th, 2019

Location: BIA Boardroom (101 Durham Street, Walkerton)

Time: 8:30 am

Attendance:

(Quorum: 8/9)

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

Also present was:

Fiona Hamilton, Clerk Brockton

1. Call to order

President Randy Saunders called the meeting to order at 8:32am.

2. Acceptance of Agenda

A motion was made to approve the agenda for the May 9th, 2019 meeting.

Moved by Chelsey Reich

Seconded by Ashley Coleman

Carried.

3. Conflict of Interest/Pecuniary Interest

Ashley Coleman – Walkerton Dollars

Randy Saunders – Walkerton Dollars

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

Amendments:

- 3.0 Chelsey Reich – was paid out mileage for the OBIAA Conference (NOT Walkerton Dollars as indicated)
- 7.3 Students need to do a presentation in order to receive an additional \$100.

A motion was made to approve the minutes as amended 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 May 2019 bills

A motion was made to approve payment for the May 2019 Bills.

Moved by Chelsey Reich

Seconded by Kristen Bowman

Carried.

6.2 Trial balance

A motion was made to approve the Trial Balance.

Moved by Kristen Bowman

Seconded by Richard Popiez

Carried.

7. Ongoing Business

7.1 Banner Policy

New winter banners were not approved by the Spruce the Bruce grant funding.

Brian Folmer, Chair of CIC, will be invited to speak at the next Board meeting.

Alishia will do a complete review and map of all the poles and note the repairs.

7.2 Social Media Policy

The current Social Media Policy utilized by the Board was distributed. It will be updated by BIA staff to better align with the Municipal Code of Conduct. Since Fiona was present the Board inquired about a social media policy from the Municipality. One is available however it is quite vague and they are looking to update it. Fiona suggested that the Board is allowed to correct someone if there is misinformation concerning the BIA. However if it is someone's opinion it is best to not respond at all and not fight opinion with opinion.

7.3 Brockton Visitor Information Centre Report on Saturdays

A report from the Visitor Centre from 2017 about Saturday attendance was circulated to the Board. The Visitor Centre was not open on Saturdays in 2018 due to staff shortage. The Board reviewed the MOU and the Visitor Centre will be open Saturdays in 2019 with preference going to attending local events with a booth. A sandwich board sign will also be created for better visibility in front of the building.

Alishia will check with the Best Western to be sure they have information about the local area.

8. Reports/Updates

8.1 Office – Alishia Oberle

Racheal Bye's last day was April 30th so Alishia Oberle has officially taken over as manager as of May 1st, 2019.

A new Administrative and Communications Assistant, Lynn Beatty, will be starting on May 13th, 2019.

The accounting is still in the process of being moved over but the transition is going smoothly. A new Chart of Accounts has been created.

The Brockton Visitor's Guide was completed and circulated. It's been entirely re-designed and now has a fresh clean look that fits better with the Brockton branding.

The Chinook Salmon that were in the fish tank have been taken and released in the water in Port Elgin. We will continue with the program and Brown Trout will be in the tank in the next couple of weeks for the summer to be released in the fall.

8.2 Brockton Council – Kym Hutcheon

No update.

8.3 Community Improvement Committee – Alishia Oberle

Spruce the Bruce has released their funding decisions and Brockton is set to receive almost \$32,000 in funding for various projects including:

- Picnic tables and garbage cans for the pavilion beside the Beer Store
- A 'roadside attraction' giant canoe with a Walkerton branded logo to go between the Beer Store and the Old Garage Wood Fired Pizza
- The 'Here Ye, Here Ye' Coming Events signage will be entirely redesigned to fit the toolkit branding
- Storefront Marketing Kits (restaurant, retail and generic – 3 kits)
- Optimist Park signage (water droplet shaped sculpture)
- New branded accessibility plates at the corners of the sidewalks

The grant for the winter banners was NOT approved. It was mentioned at CIC that the Municipality has received \$650,000 from the provincial government to be used for community projects so it's a possibility that the money could be used to purchase new banners. There will be an update at the next Board meeting.

Since CIC is the one that received the grant for the blue summer banners (and they are only 3 years old) and the hardware is also from Spruce the Bruce grant funding, CIC would like to see the same type of system in place as opposed to permanent type banners. They are in favour of passing a policy regarding banners.

It was also brought up at CIC that the County has requested to adjust the CIP area to make it bigger. CIC has had a few applications for their façade funding that are just outside the border. The County said they would look into it but it will be a number of years before it will be finalized. (The BIA follows the CIP to determine levied properties so, if it expands, it will potentially increase the number of levied businesses.)

8.4 Economic Development Committee – Kym Hutcheon/Randy Saunders

A couple of properties have sold in the East Ridge Business Park so there will be some new development. A recurring issue right now is the lack affordable housing in the area.

8.5 Events, Promotions & Networking Committee – Chelsey Reich

The last meeting was April 18th, 2019. The last event was Spring Shoppers' Night which went quite well. In total we had 472 ballots, 90 of those alone came from one store. Alishia and Chelsey took a video of the draw and posted it to social media. The winners were quite happy with their prizes. Feedback from the event is to have more advertising done beyond social media. We did find that the businesses with the most success were those that also advertised the event themselves on their social media outlets. It was also noted that the more 'masculine' stores or not getting the same foot traffic on shoppers nights as the retail stores downtown. We are considering creating a new event for guys and perhaps partnering in some way with the car show in July.

We are also in the process of updating the downtown maps at the library, community centre and soccer fields.

The 1st Annual Town Wide Yard Sale and Sidewalk Sale is set for June 1st, 2019. This is the same day as the Westwood Annual Yard Sale. Businesses are encouraged to have sidewalk sales and tents and tables are available for them to use.

We are looking at having BA5s monthly now. Some have suggested bringing spouse/family to encourage attendance. Others suggested it was a business-only event. A private Facebook page will be created for further networking opportunities among business owners.

9. Business Updates

The Best Western has changed ownership.

10. New Business

10.1 Municipality of Brockton: Code of Conduct – Fiona Hamilton, Clerk

Fiona Hamilton attended the meeting to discuss the Code of Conduct passed by Brockton Council in 2018 which was regulated by the province. Since the Board is a Board of Council we fall under these regulations. The Board was circulated with a copy of the Code of Conduct.

- One single person can't direct a staff member to do something, has to be the Board as a whole
- Staff should give their best recommendation although it may not always be the most popular
- Much of the Code is specific to Council however the relationship between staff and Board members is still indicated
- A Board member cannot use their BIA title for personal gain
- A confidentiality agreement is important and binding (applies even past time on the Board)
- Gifts cannot be accepted although there are some exceptions. It is always best to talk with Fiona for clarification.

If there are ever any problems anyone can contact Fiona for assistance. We also have access to an integrity commissioner (Harold Elston). He may be contacted and will do an investigation if he deems it is necessary. If someone makes a complaint that has no grounds, then the investigation will not move forward.

If a problem does arise be sure to keep a record of dates/times/locations so they may be easily referred to later.

Fiona also suggested that all names/businesses should be redacted on financial statements for Walkerton Dollars when posting the Board Package for the public.

10.2 Office Repairs

There are some light repairs that need to be done around the office space. Alishia will contact the landlord and provide an update next meeting.

A payment and thank you card should also be sent for use of the storage shed. Alishia will investigate further for when this was last done and provide an update at the next meeting.

11. Correspondence

None.

12. Closed Session

None.

13. Adjournment

A motion was made to adjourn the May 9th, 2019 meeting at 9:43 am.

Moved by Kristen Bowman

Carried.

Next meeting: Wednesday June 12th, 2019 at 8:30am in the BIA Boardroom