



Walkerton BIA Board of Directors Meeting Minutes
Wednesday January 8, 2020

Location: Walkerton BIA Boardroom

Time: 8:30am

Attendance:

(Quorum: 7/7)

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

Also present were:

Laura Girdler, Digital Outreach Coordinator

1. Call to Order

Randy Saunders, President called the meeting to order at 8:33am.

2. Acceptance of Agenda

A motion was made to approve the agenda for the January 8, 2020 meeting.

Moved by Ashley Coleman Seconded by Richard Popiez

Carried.

3. Conflict of Interest/Pecuniary Interest

Kristen Bowman – Shoppers Guide layout and design

Richard Popiez – Walkerton Dollars

Randy Saunders – Walkerton Dollars

Jessie Bates – Walkerton Dollars

4. Approval of the December 4, 2019 AGM minutes

A motion was made to approve the December 4, 2019 AGM minutes.

Moved by Ashley Coleman Seconded by Richard Popiez

Carried.

5. Business Arising from the Minutes.

None.

6. Accounts Payable

6.1 Motion to pay November/December/January 2019 bills

It was noted that Huron Tractor should not be accepting Walkerton Dollars since they are not a BIA member and the Associate Membership program is no longer running. They could be paid out for the Walkerton Dollars they had collected in 2019 but staff have informed them they are no longer eligible to collect these funds.

A suggestion was made to include a list of ideas of where to spend Walkerton Dollars on the back of the list that is included. (ie. take a trip, dinner date, redecorate your home)

Moved by Sharon Johnson Seconded by Kym Hutcheon
Carried.

6.2 Motion to accept General Ledger

A General Ledger was not provided by the Municipality in time for the meeting. Trish Serratore, CFO will attend the next BIA Board meeting on Feb 12, 2020 to answer any accounting questions.

7. Ongoing Business

7.1 Digital Main Street Grant updates – Laura Girdler

There are currently 20 businesses working through the online training videos. If all businesses complete the application by the deadline of Friday, January 10th, 2020 there will be \$50,000 coming back to Walkerton through Digital Main Street. We have 34 contacts working with Laura to improve their digital marketing skills. Laura will continue working with businesses until her contract expires on January 30th, 2020.

8. Reports/Updates

8.1 BIA Office – Alishia Oberle

The last big event was the AGM which had the best turn out of the last couple years. Great discussion. We will keep building for future years.

Staff are currently working on promotional surveys for the next block of promotions.

Walkerton Dollars: we reached an all-time record of \$57,595.00 sold in 2019.

Alishia will be leaving at the end of March for her maternity leave. She will work with the Executive Committee to fill the position.

8.2 Brockton Visitor Information Centre – Alishia Oberle

Used almost the entire budget in 2019. Space was booked with Escape magazine for a full page ad and editorial.

Salmon have hatched in the fish tank. They will be released in the spring in Port Elgin/Southampton. Alishia has been talking to a representative from the Lake Huron Fishing Club about the next fish species that we host that could be released in the Saugeen River in Walkerton.

8.3 Brockton Council – Kym Hutcheon

Council will be electing a new council member at the January 21st meeting. 5 candidates have come forward so far.

Survey will be going to rural residents requesting feedback on a possible natural gas expansion. Continue sharing information on social media to others.

July 18th, 2020 will be the Bruce Power Block Party in Walkerton. BIA will be coming up with some initiatives to go with the event. Possibly start a committee to help with the Block Party.

Could the BIA work with the Horticulture Society to pick the flowers for downtown or banners in

shop windows. Kym will find out approx. how many people the Block Party is expected to bring to Walkerton.

8.4 Community Improvement Committee – Ashley Coleman/Paulette Peirol

CIC meeting was last night. They are finished wrapping up from 2019, moving forward to 2020.

Not a lot is new since last reported. Same three projects moving forward:

1. The river area - what can be added as a parkette?
2. Alishia had the signs ready for the coming event boards from Cox Signs
3. Signage at all entrances of Walkerton are potentially going to be updated, budget depending. Final decisions have not yet been made.

Randy would like to see the coming events signs utilized a little bit better. It was suggested there be a box on the back of the signs to keep the slide-ins so anyone is able to change the events.

Alishia has been having difficulty fitting the signs in her vehicle as well as changing them out due to her pregnancy. Richard volunteered to change out the signs as required.

It was suggested to find students that volunteer to do odd jobs for the BIA (ex. changing signs)

Many noticed that the Christmas lights aren't working properly. Home Hardware will be shipping them back to the supplier so that they may be repaired. Some asked if the lights could be returned and new ones bought. Also wondering about what type of warranty was included. Lights cost approx. \$300-\$375 per light. Going to find out from Paulette who issued the money for the lights to know who can be returning them.

The \$1500 facade grant is open again through the Municipality and the Walkerton BIA \$500 facade grant is also available.

Historical photo murals will have, pending budget approval, \$10,000 funded from the Heritage Committee.

8.5 Economic Development Committee – Kym Hutcheon/Randy Saunders

EDC attended a couple of business recognitions just before the new year. Saugeen Valley will have dates today for their bootlegging tours. They are hoping to come up with a third theme of tours.

8.6 Events, Promotions and Networking Committee – Alishia Oberle

The Events, Promotions and Networking Committee will be meeting next Thursday.

Wrapped up Shop Walkerton & Win. Three winners: one from Walkerton, one from Wiarton, and one from Port Elgin. Ballots returned were about the same as previous years. Looking at new ideas to have more participants. Less cost per stamp or less stamps possibly. Late January early February ask everyone what they thought of the promotions from 2019 so they can give feedback and suggestions for how it can change.

The Trick or Treat Walkerton event brought many people to town but was overwhelming for many businesses. Possibility of businesses pitching in money that there are treat bags in different locations rather than everyone walking into every single store. Adults could have a bin they could pick out a coupon for various stores in the downtown.

The Board would like to start running BA5s again. Randy mentioned the success that Saugeen Shores has with similar events and would like to replicate this. Businesses, service providers, council and mayor come out for the networking. Saugeen Shores put on the events at different businesses. Possibly do them on Friday. It was suggested to have it work as a 'block party'? Block off a section of the street so you have a section of businesses promoting the event and funding it. BIA staff will contact Saugeen Shores to find out how their events are structured.

8.7 Doors Open 2020 – Alishia Oberle

The Doors Open committee will be starting meetings shortly. There are about 16 locations on the tour for September 26, 2020. Jessie will be the Board member on the committee. Alishia is waiting for proof of insurance documents for all sites. And everything has been registered with Doors Open Ontario for the event.

9. Business Updates

9.1 Fork'N Good Food: listed for sale

9.2 His Style is closing

9.3 MOMs is downsizing and moving out of the downtown

10. New Business

Executive Election

With Chelsey Reich resigned there was an open space available for Vice President. Jessie Bates put her name forward to fill the space with no opposition.

Motion to accept Jessie Bates to fulfill the role as Vice President.

Randy Saunders (President) and Anita Gathercole (Executive Member) opted to remain in their roles with no opposition.

Moved by Ashley Coleman Seconded by Richard Popiez
Carried.

Anita left at 9:37am.

Richard left at 9:44am.

10.1 Downtown Directory

Alishia circulated the mocked up copy of the Downtown Directory so that it could be proofread by the Board Members and ensure there were no businesses missing.

10.2 For the next meeting

For the next meeting the Board would like staff to prepare a brief overview of how a BIA works to inform the new Board members as well as anyone who may need a refresher.

11. Correspondence

None.

12. Closed Session

None.

13. Adjournment

A motion was made to adjourn the January 8, 2020 meeting at 9:59am.

Moved by Sharon Johnson

Carried.

Next Meeting: *February 12, 2020 at 8:30am in the BIA Boardroom.*