



Walkerton BIA Board of Directors Meeting Minutes
Wednesday August 12th, 2020

Location: Walkerton BIA - Zoom meeting

Time: 8:37am

Attendance:

Jessie Bates, Director
Kristen Bowman, Director
Ashley Coleman, Director
Sharon Johnson, Director
Richard Popiez, Director
Nicole Schneider, Director
Kym Hutcheon, Municipal Councillor

(Quorum: 7/8)

Present
Present
Present
Absent
Present
Present
Present

Staff, Non-Voting

Lindsay Hill, Manager
Lynn Beatty, Secretary

Present
Present

Also present were:

Paulette Peirol, Community Development Coordinator, Municipality of Brockton Staff
Fiona Hamilton, Clerk, Municipality of Brockton Staff
Chris Peabody, Mayor, Municipality of Brockton Staff – Chair

1. Call to order

Motion to approve Mayor Peabody as Chair for the August 12, 2020 Walkerton BIA Board Meeting

Moved by Jessie Bates

Seconded by Kym Hutcheon

Carried.

Mayor Peabody called the meeting to order at 8:32am.

2. Acceptance of Agenda

A motion was made to accept the agenda for the August 12, 2020 meeting

Moved by Nicole Schneider

Seconded by Kym Hutcheon

Carried.

3. Conflict of Interest/Pecuniary Interest

Richard Popiez – Walkerton Dollars

4. Resignation of Former Walkerton BIA Board President

manager's computer is not working at all and Lynn has sent out a request for quotes on the cost of a new computer or laptop.

A motion was moved to accept a new website design at the cost of \$400.
Moved by Kym Hutcheon Seconded by Nicole Schneider
Carried.

8.1.3 Expectations of Walkerton BIA

There was a question on how many Board members are needed with the absence of two and if this decision could be made prior to a Council meeting and an appointment bylaw could be presented. Fiona recommended a Strategic Planning meeting as soon as possible to sort out issues the business community has with the BIA and give a 3/6 month direction and a well-defined structure of the BIA and will be happy to facilitate. A meeting date/time and location will be sent out the Board.

8.1.4 Promotional Campaigns

A Christmas Market in the parkette is being planned for November 14th and 15th. Shop local appreciation goodie bags have been given out to shoppers spotted downtown and they have been very happy and excited to receive them. Business promotion video's being posted on BIA social media platforms have been very successful and the BIA staff will continue shooting and posting them for the businesses.

An events committee meeting will be held Thursday August 13 at 6:00pm to discuss fall and Halloween ideas as well as finish planning for Christmas in the Market.

A motion to accept Walkerton BIA reports/updates.
Moved by Jessie Bates Seconded by Kristen Bowman
Carried.

8.2 Brockton Council – Kym Hutcheon

Kym mentioned the Build Your Brockton Ready Set Play campaign summer activity passport for children and continuing street construction.

Mayor Peabody mentioned an application for retail marijuana store in a Walkerton downtown storefront has been presented and will be reviewed and there will be time for the BIA Board if they choose to comment on the application.

The Mayor also mentioned that a mask mandate order came from the Medical Officer of Grey Bruce Health Unit and will transition into a bylaw and that the County of Bruce is looking at it. There will be 2 business categories; all businesses except for Salon/Spas – they are mandated by the province and grocery stores. Discussion followed.

8.3 Community Improvement Committee –Paulette Peirol

Have not met this summer.

Paulette reported that the banners have been ordered.

9 Walkerton businesses received the Spruce the Bruce Grant.

PPE reimbursement grants through the County of Bruce are still available.

RT07 regional tourism organization for Bruce, Grey and Simcoe Counties has a new grant for

Restaurants, campgrounds, hotels and B&Bs, tour operators, and destination retailers to help cover social media costs is available.

Paulette also mentioned a new 6 week “Discover Brockton” video campaign working with Brockton Visitor Information Centre staff. Focusing on outdoor activities and connecting them with businesses and the video’s will be shared on the Municipalities Facebook page under Events. As an example you are out Fly-fishing on the Saugeen River at Lobies Campground and need lunch – restaurants will be tagged to the image. This will also be posted on the Walkerton Tourist website. This campaign is to bring people in the area – play, stay, shop and eat.

8.4 Economic Development Committee – Paulette Peirol

8.4.1 Energizer Building Lease

It was mentioned that the entire building has been lease and more information will be coming soon.

9. Business Updates

None.

10. Closed Session

The Walkerton BIA will enter into a Closed Session to discuss personal matters about an identified individual including municipal and local board employees – **Staffing Discussion**

A motion to enter into Closed Session

Moved by Nicole Schneider

Seconded by Ashley Coleman

Carried.

Before adjournment Mayor Peabody wanted to thank the Board members for their service and that everyone in the BIA contributes to the growth and that main street is a draw to the Town.

11. Adjournment

A motion to adjourn open session and enter into closed session August 12, 2020 at 9:23am.

Carried.

Next Meeting: *September 9th, 2020 at 8:30am in the BIA Boardroom. Zoom meeting.*