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**Walkerton BIA Board of Directors Meeting Minutes**  
Wednesday August 12<sup>th</sup>, 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

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**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**

**4.1 Motion to accept resignation of Randy Saunders**

Moved by Kym Hutcheon

Seconded by Nicole Schneider

Carried.

Mayor Peabody wanted to thank Randy for his service to Walkerton BIA Board for the last 2 years.

**4.2 Motion to call for nominations for the Walkerton BIA Board President and Vice President**

Kym nominated Jessie and Board voted to approve Jessie Bates as the President.

Richard was asked if he would take the position of Vice President and he accepted.

**4.3 Motion to elect Jessie Bates as the new President of Walkerton BIA Board and Richard Popiez as Vice President effective August 12, 2020 and further appoint Jessie Bates as Walkerton BIA singing authority effective August 12, 2020.**

Moved by Kym Hutcheon

Seconded by Nicole Schneider

Carried.

**5. Approval of Minutes**

**5.1 Walkerton BIA Board Minutes – July 15, 2020.**

Motion to accept July 15, 2020 minutes as presented. It was pointed out that “former” should be added to The Guest House where it was mentioned that The All Natural Soap Company was moving to.

The minutes should read The All Natural Soap Company is moving to the former location of The Guest House.

Moved by Ashley Coleman

Seconded by Nicole Schneider

Carried.

**6. Business arising from the minutes.**

none.

**7. Accounts Payable**

**7.1 Motion to pay July 2020 bills and accept General Ledger**

Moved by Ashley Coleman

Seconded by Kym Hutcheon

Carried.

**8. Reports/Updates**

**8.1 Walkerton BIA/Brockton Visitor Information Centre Update**

The Visitor Centre has been busy with people coming in from the city looking for trail, paddling maps and visitors from the area – Walkerton.

**8.1.1 Canada Summer Jobs Grant**

Lindsay reported that 2 resumes were received and one was heading back to school and the grant was not ending until October and the other one was not eligible.

**8.1.2 Walkerton BIA website redesign/computer equipment**

Lindsay mentioned that the current website the BIA is using does not work properly, when you are trying to delete or correct a listing and is requesting an updated and redesign of the website to make it user friendly. It was mentioned that two board members need to be removed from the Board Members page.

She briefly mentioned that she is currently working on her own laptop because the

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 14<sup>th</sup> and 15<sup>th</sup>.  
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  
Carried.

Seconded by Ashley Coleman

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.

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