FOREST BUSINESS IMPROVEMENT AREA

Regular Board Meeting

Date of Meeting: Wednesday, January 21, 2015

Members Present: Chris Williamson, Chair
Doug Cook
Jessica Raaymakers
Jeannette Willer
Marilyn Smith
Matt Ferguson
Glenda Tidball
Regrets: Sandra Starbuck

Administrator: Lynn VanHaaren

1. CALL TO ORDER

Chair, Chris Williamson, called the meeting to order at 7:30 p.m.

2. PARTIES PRESENT

Glen Starkey presented preliminary plans for the 2nd Annual Lambton Food & Film Festival to be held May 21-24. This event hosted by Kiwanis and Optimist members and numerous volunteers. Several attractions will be held including youth film contest, film workshop, market event, exhibitions. Applications will go in for street closure on King Street from James to Main with a tent for use of dining and possibly beer garden. Discussions have been held with the Legion to host a brunch on Sunday. Advertising banners will be sold for the outside of the tent to offset costs.

The committee is looking for a letter of support to be sent to Council from the BIA for the street closure. In addition, they would like cooperative advertising and stores to consider extended hours while visitors are in town for the event.

BIA 15-01-21-1 Moved by: Matt Ferguson
Seconded by: Jeannette Willer

That the BIA will support the efforts of the Lambton Food & Film Festival and send a letter of support to Council for the Municipality of Lambton Shores. Carried

Action item – Administrator will prepare letter

3. CONFIRMATION OF MINUTES FROM PREVIOUS MEETING

BIA 15-01-21-2 Moved by: Marilyn Smith
Seconded by: Jeannette Willer

That the minutes of the November 19, 2014 meeting be accepted. Carried

4. CONFIRMATION OF MINUTES FROM PREVIOUS GENERAL MEETING

BIA 15-01-21-3 **Moved by: Marilyn Smith**
Seconded by: Matt Ferguson

That the minutes of the November 19, 2014 general meeting be accepted. Carried

5. FINANCIAL REPORT

BIA 15-01-21-4 **Moved by: Jeannette Willer**
Seconded by: Jessica Raaymakers

That the January 2015 financial report be accepted. Carried

6. ADMINISTRATOR'S REPORT

AR 01-15 RE: Activities During the months of December, 2014 and January 2015 attached

BIA 15-01-21-5 **Moved by: Glenda Tidball**
Seconded by: Marilyn Smith

That the Administrator's report be accepted as presented. Carried

7. PROMOTIONAL CONSULTANT

PC 01-15 RE: Activities during the month of November and December, 2014 attached

BIA 15-01-21-6 **Moved by: Glenda Tidball**
Seconded by: Jeannette Willer

That the Promotional Consultant's report be accepted as presented. Carried

8. COUNCIL REPORT

Capital budget of $2.9 Million has been approved and working on Operating Budget.

Lambton County branding has been unveiled.

9. COMMITTEE REPORTS

Beautification
Marilyn brought to Doug's attention that the iron works were taken down with the Christmas lights going up. Doug recommends sending an email with a schedule of work for town personnel to Kevin Williams, CAO

Action item: Lynn to prepare and email list to Kevin

10. OLD BUSINESS

10.1 402 Signage – Lynn sent letter to Lambton Shores Council for support for BIA signage as Historical Downtown. Chris to look into pricing and availability.

11. NEW BUSINESS

11.1 Signing Authorities

BIA 15-01-21-7 **Moved by: Matt Ferguson**
Seconded by: Marilyn Smith

That signing authorities at RBC be as follows: Glen VanValkenburg
Matt Ferguson
Chris Williamson
Lynn VanHaaren
Carried

11.2 For planning and budget breakdown, there will be an informal dinner meeting at Scotty's Fish & Chips on February 5 at 6:00 pm. All are welcome to attend.

11.3 Daytripper / Map of Distinction

Daytripper has offered a rate for distribution of the Map within the Daytripper newspaper. The information will be sent to the informal budget planning meeting for review.

12. ADJOURN

BIA 15-01-21-8 **Moved by: Jessica Raaymakers**
Seconded by: Glenda Tidball

That the board meeting of January 21, 2015 adjourn. Carried

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AR Report No. 01-2015 **B.I.A Meeting Date: January 21, 2015**

TO: Chris Williamson and Members of the B.I.A.

FROM: Lynn VanHaaren, Administrator

RE: Administrator's Activities During the Months of December 2014, January 2015

RECOMMENDATION:

THAT the report from the B.I.A. Administrator, outlining activities during the months of December 2014, January 2015 be received and filed.

REPORT

- Ongoing administration tasks including meetings, emails, website updates, bank deposit, accounts payable
- Attend weekly Tuesday morning meetings
- Prepared financials, meeting information for January 2015 meeting
- Prepared minutes from November 19 regular and special election meetings
- Monthly newsletters
- Various tasks for directors/Promotional Consultant as requested
- BIA bucks – preparation, redemptions and reconciliations
- Communications with Lambton Shores re: lighting on streets and in Rotary park
- Prepared final 2015 budget paperwork and letter to council re: budget. Filed paperwork with Lambton Shores Treasurer
- Prepared appropriate paperwork for Council's consideration for new board members as per requirements from Lambton Shores

FOREST BUSINESS IMPROVEMENT AREA

PC Report No. 01-2015 **B.I.A Meeting Date: January 21, 2015**

TO: Chris Williamson and Members of the B.I.A.

FROM: Karen Boris, Promotional Consultant

RE: Promotional Activities During the Months of November & December, 2014

RECOMMENDATION:

THAT the report from the B.I.A. Promotional Consultant, outlining activities during the months of November/December, 2014 be received and filed.

REPORT

- submitted ads to the Forest Standard
- submitted ads to the Coffee Time News for Christmas Events
- attended Tues. morning planning meetings
- finalized items for Ladies Night, delivered winners certificates, received the new purple BIA Bags
- created flyer for the Coupon Exchange and sorted and delivered the coupon boxes
- collected gift certificates for Couples Night and offered suggestions for their event, acquired the wheel to be spun for each stop that a couple made, more than double the number attended for 2014
- met with Keeley about our map of distinction, shared ideas with the Kineto and the Museum for beneficial ideas for the upcoming season in conjunction with tremendous Tuesdays, both have decided to advertise for 2014 and be on the map
- talked to Rhonda from Daytripping about advertising for 2015
- decision to promote the Beat the Winter Blues draw for 3 months, Jan. Feb.& Mar.