

FOREST BUSINESS IMPROVEMENT AREA

Regular Board Meeting

Date of Meeting: Wednesday, March 18, 2015

Members Present: Chris Williamson, Chair
Doug Cook
Sandra Starbuck
Jeannette Willer
Jessica Raaymakers
Glenda Tidball

Regrets: Matt Ferguson

Administrator: Lynn VanHaaren
Promotional Consultant: Karen Boris

1. CALL TO ORDER

Chair, Chris Williamson, called the meeting to order at 7:31 p.m.

2. CONFIRMATION OF MINUTES FROM PREVIOUS MEETING

Motions need to be changed with correct names of board members.

BIA 15-03-18-1 **Moved by: Glenda Tidball**
Seconded by: Jeannette Willer

That the minutes of the February 25, 2015 meeting be accepted as corrected. Carried

Business Arising Doug checked with Brent Kitmer regarding watering of baskets. It appears that it is expected that the BIA will still be handling it.

Noted: In addition to our regular monthly board meeting, Tuesday morning planning meetings were held at Huron Cove restaurant from 8:30 – 9:00 am on March 3, 10, 17.

3. FINANCIAL REPORT

BIA 15-03-18-2 **Moved by: Sandra Starbuck**
Seconded by: Jeannette Willer

That the March 2015 financial report be accepted. Carried

4. ADMINISTRATOR’S REPORT

AR 03-15 RE: Activities During the month of March 2015 attached

BIA 15-03-18-3 **Moved by: Sandra Starbuck**
Seconded by: Jeannette Willer

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

5. PROMOTIONAL CONSULTANT

PC 03-15 RE: Activities during the month of March, 2015 attached

BIA 15-03-18-4 **Moved by: Sandra Starbuck**
Seconded by: Glenda Tidball

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

Action Items:

- Forest Food & Film Festival – application forms for vendors available through Chris Williamson. Application will be Saturday and Sunday at cost of \$10 and the money split with the BIA
- Vendor registration forms are ready for special market days
- Price of signs to go into proposed sign works on the Standard approx \$160
- Price of signs at Tim Horton’s \$700 per year plus cost of sign \$110
- Flower planters – Karen to approach merchants about purchasing planters same product as proposed project when the BIA purchases

BIA 15-03-18-5 **Moved by: Sandra Starbuck**
Seconded by: Jeannette Willer

To approve purchase of sign by “Art by 3” and allocate funds from matching grant pending approval from Dale Hayter of the Standard. Cost not to exceed \$2500 including removal and installation. Carried

Action Items: - Lynn to contact Ralph to verify pricing and that cost includes installation.
- Lynn to contact Dale Hayter at the Standard to seek approval.

BIA 15-03-18-6 **Moved by: Sandra Starbuck**
Seconded by: Glenda Tidball

To purchase flower planters with the remainder of the matching grant funds for the first phase of BIA beautification plan at a cost of \$2570.00 Carried

This cost will include: 6 square pots at \$255 = \$1530.00
4 hexagon pots at \$260 = \$1040.00

Action Item: Lynn to check with Municipality regarding status of application for remainder of grant funding and seek approval of proposed projects.

7. COUNCIL REPORT

- Operating budget has been approved with 0% tax rate increase
- County budget has been approved with a 2.54% increase
- Doug proposed Breakfast with the Mayor at the Lambton Food & Film Festival on Saturday.

Action Item: - Doug will check with Bill Weber about breakfast
- Doug to check into security options for the Lambton Food & Film Festival

8. COMMITTEE REPORTS

Farm Market

There are 8 returning vendors. There is a need to attract more farmers to allow for more non-farmer vendors.

9. OLD BUSINESS

402 signage – defer to next meeting

Website – defer until May

10. NEW BUSINESS

Community Living Best Start Summer Program – Doug introduced idea to board. 6 week summer program for primarily high school students that come with a Job coach. Doug will find out when you need to apply and try to set up a Tuesday morning meeting for an information session.

11. ADJOURN

BIA 15-03-18-7

**Moved by: Jeannette Willer
Seconded by: Doug Cook**

That the board meeting of March 18, 2015 adjourn. Carried

Next regular board meeting April 15, 2015

FOREST BUSINESS IMPROVEMENT AREA

AR Report No. 04-2015

B.I.A Meeting Date: April 15, 2015

TO: Chair Williamson and Members of the B.I.A.
FROM: Lynn VanHaaren, Administrator
RE: Administrator's Activities During the Month of March and April, 2015

RECOMMENDATION:

THAT the report from the B.I.A. Administrator, outlining activities during the months of March and April 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 April 2015 meeting
- Prepared minutes from March 18, 2015 meeting
- Various tasks for directors/Promotional Consultant as requested
- BIA bucks – preparation, redemptions and reconciliations
- Obtained approval from Dale Hayter to remove and replace old sign on the Standard building with artwork from Art by 3
- Worked with Ashley Farr to complete application for 2nd part of grant money. Application has been submitted to the Treasurer.
- Followed up with requests for Easter in the Park
- Working on resolving HST filing issues with CRA
- Prepare information for tracking advertising dollars for the year

FOREST BUSINESS IMPROVEMENT AREA

PC Report No. 04-2015

B.I.A Meeting Date: April 15, 2015

TO: Chair Williamson and Members of the B.I.A.
FROM: Lynn VanHaaren, Administrator
RE: Promotional Consultant's Activities During the Months of March and April 2015

RECOMMENDATION:

THAT the report from the B.I.A. Promotional Consultant, outlining activities during the months of March and April, 2015 be received and filed.

REPORT

- submitted ads for the Standard
- attended Tues. morning meetings
- attended Food & Film Festival meeting, offered suggestions to keep the downtown busy during the street closure, they were voted down
- worked on plans for the new sign at the Standard
- worked with Catherine and Ashley about the new flower planters for the downtown core
- contacted Cindy again from Can Am to arrange for FREE delivery of planters
- made the March Beat the Winter Blues Draw for the 15 winners and contacted the winners and took the prizes to Flowers With Flair
- continued compiling list of e-mail addresses
- met with Keeley for the distribution of the Maps of Distinction, have heard good responses
- met with Chris to help set up the vendors application for the Friday Spring Fling Draw and for the whole weekend for the Food and Film Festival
- wrote newsletter for the merchants, offered suggestion for better customer hours during the Food and Film Festival, had the newsletters printed, have started delivering them, and offering suggestions and ideas on how to increase traffic and sales, getting donations for the Spring Fling Draw, selling the spots for the June flower market
- working on ideas for the June market, Art and Craft walk
- working on ideas for a special sidewalk seniors event in July, tea party, anniversary party, hearing tests, mayors breakfast, music, discounts, hats through the years, many ideas all to be coordinated yet
- working on ideas for the Kid's Day in Aug, Kennedy's Kritters, Junction Church's assistance etc.
- Communities in Bloom is not having a judging year for 2015, so it would probably be a good year to enhance the downtown area and make that a huge success and do a judging of the businesses ie: Best Bloomin Business