

FOREST BUSINESS IMPROVEMENT AREA

Regular Board Meeting

Date of Meeting: Wednesday, February 19, 2014

Members Present: Glen VanValkenburg, Chair
Chris Williamson
Ken McRae
Sarah Jane Goodhand
Matt Ferguson
Marilyn Smith

Members Absent: Brett Denning, Richard Farr

Minutes taken by: Sarah Jane Goodhand

Parties Present: Jeannette Willer, Jenny's Mercantile

1. CALL TO ORDER

Chairperson, Glen VanValkenburg called the meeting to order at 7:30 p.m.

2. CONFIRMATION OF MINUTES FROM PREVIOUS MEETINGS

Regular Board Meeting – January 8, 2014

**BIA 14-02-19-1 Moved by: Matt Ferguson
Seconded by: Chris Williamson**

That the minutes of the January 8, 2014 meeting be accepted. Carried

3. FINANCIAL REPORT

**BIA 14-02-19-2 Moved by: Marilyn Smith
Seconded by: Matt Ferguson**

That the February 2014 financial report be accepted. Carried

4. ADMINISTRATOR'S REPORT

AR 02-14 RE: Activities During the month of January/February, 2014 attached

**BIA 14-01-19-3 Moved by: Chris Williamson
Seconded by: Marilyn Smith**

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

5. PROMOTIONAL CONSULTANT

PC 02-14 RE: Activities during the month of January/February, 2014 attached

BIA 14-01-19-4 **Moved by: Matt Ferguson**
Seconded by: Chris Williamson

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

6. COUNCIL REPORT

- Economic Development Committee had one meeting but will have more. Disappointed with BIA turnout.

7. COMMITTEE REPORTS

7.1 Beautification

- Best Bloomin' Businesses
 - put entry form on website and email to BIA members.
 - Bigger signs for winners (3)
 - Participants and winners names to be advertised in box ads
 - Marilyn will talk to Promotional Consultant
 - Budget item – Marilyn to come back with budget numbers staying under \$250. Tabled until the next meeting
 - Send a press release for free advertising – Marilyn will talk to Kim Powell at the Forest Standard
- Metal Work – estimated cost \$3200. Marilyn will check into brackets for hanging. Marilyn will send email to Glen and he will distribute to BIA members for metal ideas.
- Wall on Forest Standard building. Nothing there yet. Marilyn is waiting for response from Philip Walden.

Action items: Committee to come back to board with a report on "Wall of Interest" and Forest Standard wall with costing

- 7.2 Market – Farmers Market is looking for new farmers. Chris to find out how liable the market is if vendors are breaking the laws by not marketing properly.

8. OLD BUSINESS

8.1 meeting with the general membership is on hold

8.2 need to put copy of beautification grant application in the minute book

9. NEW BUSINESS

9.1 Under 17 boys World Champion Hockey tournament will be held the end of October.

9.2 Have not received an invoice from Caughy Landscaping for 2013.

9.3 Additional directors

BIA 14-01-19-5 **Moved by: Matt Ferguson**
Seconded by: Chris Williamson

That the Forest BIA Board of Directors recommends to the Council for the Municipality of Lambton Shores that Sandra Starbucks be appointed as an additional Director.

BIA 14-01-19-6 **Moved by: Chris Williamson**
Seconded by: Matt Ferguson

That the Forest BIA Board of Directors recommends to the Council for the Municipality of Lambton Shores that Jeannette Willer be appointed as an additional Director.

9.4 Current Directors absence

BIA 14-01-19-7 **Moved by: Marilyn Smith**
Seconded by: Matt Ferguson

That a letter be sent to Directors Richard Farr and Brett Denning addressing their absence from Board meetings and commitment to being a Director. Glen and Lynn to draft and send letters.

10. ADJOURN

BIA 14-01-19-8 **Moved by: Marilyn Smith**
Seconded by: Chris Williamson

That the board meeting of February 19, 2014 adjourn.

Next meeting March 19, 2014 at 7:30 pm.

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PC Report No. 01-2014

B.I.A Meeting Date: February 19, 2014

TO: Chair Van Valkenburg and Members of the B.I.A.
FROM: Karen Boris, Promotional Consultant
RE: Promotional Activities During the Month of January, 2014

RECOMMENDATION:

THAT the report from the B.I.A. Promotional Consultant, outlining activities during the month January, 2014 be received and filed.

REPORT



- submitted ads to the Forest Standard
- attended Tuesday morning planning meetings
- contacted Rhonda from Daytripping with the new info for 2014 to be used on behalf of the BIA Banner
- printed flyer for the merchant boxes about the Beat the Winter Blues Draws, delivered the draw boxes and tickets for the Beat the Winter Blues Draw, made the draws for the 20 winners of the January draw, called the winners, made up the tote bag and BIA buck prizes and had them to Flowers with Flair for pick up by the winners
- delivered some payments for BIA bucks and had more payments available at Wee Ones Reruns
- working on finalizing some of the ideas for the remainder of 2014
- helped deliver the Meet the Friendly Merchants of Forest Publication
- met with Keeley McMullin from Creative Crayon with some feedback about the Meet the Friendly Merchants of Forest Publication

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AR Report No. 02-2014

B.I.A Meeting Date: February 19, 2014

TO: Chair Van Valkenburg and Members of the B.I.A.
FROM: Lynn VanHaaren, Administrator
RE: Administrator's Activities During the Months January & February, 2014

RECOMMENDATION:

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

REPORT

- Ongoing administration tasks including meetings, emails, website updates, banking, accounts payable
- Attend weekly Tuesday morning meetings
- Meetings with directors various tasks
- Prepared financials, meeting information for February 2014 meeting
- Monthly newsletter
- Provide dates to Grand Bend Chamber of Commerce for advertising
- Prepared BIA bucks for Beat the Winter Blues draws
- Prepare T4 and Current Source Deductions for Canada Revenue Agency for summer student
- Prepared and filed GST/HST return for 2013
- Prepared information required for director position