FOREST BUSINESS IMPROVEMENT AREA

Regular Board Meeting

Date of Meeting: Wednesday, April 16, 2014

Members Present: Glen VanValkenburg, Chair
` Chris Williamson
Ken McRae
Sarah Jane Goodhand
Matt Ferguson
Marilyn Smith
Sandra Starbucks
Jeanette Willer

Parties Present: Linda McCormack, Trins

Administrator: Lynn VanHaaren

1. CALL TO ORDER

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

2. CONFIRMATION OF MINUTES FROM PREVIOUS MEETINGS

BIA 14-04-16-1 **Moved by: Chris Williamson**
Seconded by: Marilyn Smith

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

3. FINANCIAL REPORT

BIA 14-04-16-2 **Moved by: Chris Williamson**
Seconded by: Marilyn Smith

That the April 2014 financial report be accepted. Carried

4. ADMINISTRATOR'S REPORT

AR 04-14 RE: Activities During the month of April, 2014 attached

BIA 14-04-16-3 **Moved by: Matt Ferguson**
Seconded by: Sandra Starbucks

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

Action item: Lynn to investigate redesigning of website

5. PROMOTIONAL CONSULTANT

PC 04-14 RE: Activities during the month of March, 2014 attached

BIA 14-04-16-4 **Moved by: Sarah Jane Goodhand**
Seconded by: Jeannette Willer

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

6. COUNCIL REPORT

- BIA 2014 budget was approved
- Appointment of new directors Sandra Starbucks and Jeannette Willer was approved
- Buying and selling of goods on streets – proposed bylaw 1.5 meters measured from the street in has to be left for pedestrians. Diagrams/pictures are still required. Send concerns to Ken prior to the Council meeting and he'll bring forward to Council.

7. COMMITTEE REPORTS

7.1 Beautification

- Best Bloomin' Businesses signage costs total $158.67 ($129.30 + 29.37 HST)

BIA 14-04-16-5 **Moved by: Chris Williamson**
Seconded by: Sarah Jane Goodhand

That the request for signage be amended from $124.25 to $158.67. Carried

Have started circulating Best Bloomin' business flyers.

- Banner design
  - banners ordered through The House of Flags
- Find out how to handle billing – cc Ken on emails

8. NEW BUSINESS

8.1 Marilyn provided information regarding Roger Brooks' marketing videos. Encouraged all to work collectively to promote Forest. All are challenged to go to the website and take a look

8.2 Wednesday April 23 the Economic Development committee is having a round table session with businesses from 9 am to 11 am. Marilyn has appealed to the Board to have someone attend

8.3 Lambton Film & Food Festival will be hosted in Forest May 23-25, 2014.

8.4 Glen to contact Bill Bentley regarding watering of the flowers this year.

9. ADJOURN

BIA 14-04-16-6 **Moved by: Matt Ferguson**
Seconded by: Marilyn Smith

That the board meeting of April 16, 2014 adjourn.

Next meeting May 21, 2014 at 7:30 pm.

FOREST BUSINESS IMPROVEMENT AREA

AR Report No. 03-2014 **B.I.A Meeting Date: April 16, 2014**

TO: Chair Van Valkenburg and Members of the B.I.A.

FROM: Lynn VanHaaren, Administrator

RE: Administrator's Activities During the Month of April, 2014

RECOMMENDATION:

THAT the report from the B.I.A. Administrator, outlining activities during the month of April, 2014 be received and filed.

REPORT

- Ongoing administration tasks including meetings, emails, website updates, banking, accounts payable
- Attend weekly Tuesday morning meetings
- Prepared financials, meeting information for April 2014 meeting
- Monthly newsletter
- distributed electronic flyers for events
- ordered barricades, requested advertising for Easter in the Park
- Worked with web host to create links to attach documents to website

FOREST BUSINESS IMPROVEMENT AREA

PC Report No. 03-2014 **B.I.A Meeting Date: April 16, 2014**

TO: Chair Van Valkenburg and Members of the B.I.A.

FROM: Karen Boris, Promotional Consultant

RE: Promotional Activities During the Month of March, 2014

RECOMMENDATION:

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

REPORT

-submitted ad for Standard

-attended Tues. morning planning meeting

-sold ads for April flyer, collected payment for ads for the April flyer

-checked ads and submitted list of upcoming events for the April flyer

-picked up the completed flyers and got prices for the draw ballots

-delivered more “Meet the Merchant” Flyers

-completed the draw for the February winners of the Beat the Winter Blues Promotion, called all the winners, signed and dated the BIA Bucks and attached them to the tote bags so they were ready for distribution to the winners

-continued planning for further events for 2014