

Napanee BIA
Meeting Minutes
March 20th, 2013
6:15pm
Napanee Business Centre

Attendance: Brad Way, Ashley Arnold, Peter Veltheer, Michelle Edgar, Shaune Lucas, Doris Lucas, Bill Pierson, Dave Morgan (Town of Napanee), Tom Coke (Office Manager)

Absent: Rennie Hutzler, James Timlin

- 1. Call Meeting to Order: 6:15pm**
- 2. Disclosure of pecuniary interest: None**
- 3. Motion for approval of Agenda: Peter Veltheer and seconded by Ashley Arnold. CARRIED**
- 4. Motion for approval of previous meeting minutes: February 20th 2013: Michelle Edgar and seconded by Bill Pierson. CARRIED**
- 5. 6:18pm – Motion to move to in camera session by Peter, seconded by Ashley. CARRIED**
6:35pm - Motion to come out of an in camera session by Ashley Arnold and seconded by Peter Veltheer: CARRIED

Motion to write letter to the Town of Napanee by Ashley, seconded by Bill: CARRIED

6. Deputation: Dave Morgan, Town of Greater Napanee: Beautification

Dave Morgan made a presentation to the Board regarding Beautification and specifically Communities in Bloom. Dave highlighted some of his accomplishments in the past working on a number of Communities in Bloom (CIB) projects in Brockville, Summerside P.E.I. and Essex Ontario. Dave outlined a CIB plan that shows the importance of planning, deciding on the project early, and having one umbrella working together all while within a reasonable budget and once the project is realized, he stressed the importance of an awards recognition celebration for all of the parties involved. Dave also highlighted the importance of engagement; to create buzz by having garden contests, engage volunteers etc. One project that he is passionate about is a CIB Map as mapping is needed throughout the Community of Napanee.

Dave concluded his presentation with the eight pillars or conditions that a national CIB plan looks at. Peter asked Dave the status of the CIB Committee Contest. Dave informed Peter and the Board that it falls under James Timlin's department. He feels that more planning is needed and that Napanee isn't pursuing a National program as they are focusing on provincial ones. Dave feels that by working with the Beautification Committee and with James Timlin's staff that a collaborative effort would be the best approach to Beautification in Napanee.

7. Committee Reports:

A) Beautification: None

B) Marketing and Communications

Michelle updated the Board on advertising, and welcome packages that the committee has been working on and on the Cash Mob. Michelle and Tom will continue to organize the Cash Mob.

ACTION ITEM: Michelle and Tom will organize the development of a BIA Cash Mob.

Michelle presented the Downtown Napanee logo that the Committee has been working on. Brad felt that this logo would create a Downtown brand and encourage the board to comment and move forward. He commented that the next steps would be to have CAAC and Town Council review and offer comments.

Motion to present the logo to the Town Council and to the CAAC by Peter, Seconded by Bill: CARRIED

C) Awards Committee

Brad updated the Board on the awards Gala and the Town is on board on this idea. The tentative date is small business week in October. The event date and location will be confirmed over the next couple of meetings. Brad requested the board determine what awards they would like to present. Brad indicated the committee is suggesting no more than 5 awards from each group, however that we would recognize many on a large projection screen and slideshow for all groups.

ACTION ITEM FOR BRAD: Brad would like the Board to email the office and express their opinion about what awards the BIA should present at the Gala.

8. Business Arising from Previous Minutes: 2011 Financials

The Board discussed the 2011 financials. There was a general consensus that we continue to receive financial far to late in the year to have meaningful conversation. Brad indicated again that he had spoke with a WELCH employee and was informed the board will receive 2012 financials prior to June 2013.

Motion to receive the financial statements for 2011: Moved by Peter seconded by Bill. CARRIED

9. Reports

A) Chairperson's Report

Brad started his report with a focus on revenues. He further stated that the budget that was pasted had a large component of revenues in the area of Sponsorships and to date there has been little revenues generated in this area. He urged the office and the board to make this a priority over the next two or three months. Brad also suggested and encourages the development projects, but made the point that they should be discussed by the board prior to moving forward. Brad concluded his report by saying that Tom's performance review is coming up and that he and Tom would be sitting down in the coming weeks.

Comments & Questions: Shaune thought that it would be a great benefit for the Board to sit down and do a brainstorming session regarding sponsorships which would help Tom to identify the different organizations in the area that might be interested in working with the BIA

ACTION ITEM: Have a brainstorm session with Board members that are available in the coming weeks to identify potential sponsorship organizations.

B) Council Report

Bill informed the Board about the Town's discussion with Pie in the Sky regarding the infrastructure issues going on at 115 and 117 John Street. Bill also notified the Board that Herbert Hogel's parking lot has been approved for public use. Brad made the comment that the board should thank Rennie Hutzler for bringing this opportunity to the boards attention and that the Town and County deserve should be thanked for helping move this forward. Bill mentioned that Mr. Hogel is having problems with people taking advantage on his garbage bins as garbage is being left beside his bins.

C) Treasurer's Report

Brad pointed out that The receptacles and Big Bright Light Show money is still showing as non-paid items, however motions were past a meeting or two ago to fulfill our commitments to date. Peter will look into this with Anita and then report back. **Motion to approve Peter's report and financials by Bill, seconded by Ashley: CARRIED**

D) Chamber of Commerce Report

No report other than Peter will do this report moving forward.

E) Core Area Advisory Committee

Survey Report: The CACC gave a copy of their survey report that identified some areas the BIA might want to consider and review. The board will receive the report now, and then a special meeting is needed to go through the report for comment.

ACTION: Set up a special meeting to discuss the CACC Report

F) Office Manager Report

Tom updated the Board on the Parking Initiative. Tom informed the Board that Kawartha Credit will not be sponsoring the Movie Night event, and that Tom is looking for other alternative sponsors. Tom reported on results from Constant Contact and a new Express Newsletter that he has created. Shaune feels that a “question of the week” post in the newsletter would help engage the readership.

ACTION ITEM: Implement a “question of the week” in all BIA newsletters

Tom confirmed with the Board that the AGM will be on April 10th, and because of the OBIA conference, the regular Board meeting in April would need to be moved. The Board felt that having a meeting on Thursday April 18th would best.

ACTION ITEM: The next regular meeting of the Board of Directors will be Thursday evening April 18th

Lastly, Tom informed the Board on the Taste of Napanee Food Festival that he has been planning. The Board asked that Tom moving prepare a full written report with financial projections, logistics, etc. for further consideration at the next board meeting. Peter made the comment that a creative name be discussed.

ACTION ITEM: Tom is to prepare a detailed report on the Taste of Napanee Festival including expenses, and logistics.

Motion to receive all Reports by Ashley, seconded by Michelle, CARRIED

10. New Business NONE

Peter made the motion to adjourn at 8:15pm CARRIED

Next Meeting BIA's Annual General Meeting Wednesday April 10th, 2013 at 7:00pm

Reviewed by: Brad Way, Chairperson

Created by

Office Manager

Secretary