

Board of Directors  
Meeting Minutes  
May 15, 2013  
Napanee Business Centre

Attendance: Brad Way (Chair), Peter Veltheer (Treasurer), Tom Coke, Shaune Lucas, Michelle Edgar, Bill Pierson (Council Rep.), Doris Lucas, Rennie Hutzler (Beautification)  
Sondra Elliot, Julia Dicks, Ellena Fleury (BIA Members)

Absent: James Timlin, Ashley Arnold

- 1. Call Meeting to Order: 6:20pm**
- 2. Disclosure of pecuniary interest: none**
- 3. Motion for approval of agenda by Michelle Edgar and seconded by Peter Veltheer: CARRIED**
- 4. Motion for approval of the previous meetings minutes: April 18<sup>th</sup>, 2013 by Michelle Edgar and Seconded by Peter Veltheer, CARRIED**

**5. Committee Reports: A) Beautification**

Rennie Hutzler provided an update on Beautification projects in the Downtown. She has received approval to work on the UPI Lot and is looking for a greater sense of direction in regards to contamination. The Board discussed the UPI lot and felt that a written confirmation for the BIA to beautify this lot would be needed from the Town before moving forward.

**ACTION: The Beautification Committee is to receive written approval from UPI to beautify the property**

Rennie talked about the new cedars on Centre Street, and overall the board felt that they looked tremendous. The topic of the hanging baskets were brought up and Rennie informed the Board that Burt's Greenhouses are working on them and we are looking for them to be finalized by the 3<sup>rd</sup> week of June.

Rennie continued her report to the Board on Banners. Rennie is interested in purchasing new banners for Downtown Napanee. Rennie informed the board that the banners will cost \$150.00 to \$225.00 a piece, and would require 12 banners in total. Rennie stated that a purchase of this is well within the Beautification budget for the year.

**MOTION FOR THE BIA TO PURCHASE BANNERS FOR TWELVE POSTS BY PETER VELTHEER and SECONDED BY MICHELLE EDGAR: CARRIED**

Rennie continued her support by discussing StreetSmarts. She felt as additional material should be added to the BIA's report to council involving testimonials and quantitative data. The Board agreed with this statement

**ACTION: Revise the BIA's report to include testimonials, and quantitative data**

### **B) Marketing and Communications**

Michelle presented the Board with a report from the Marketing and Communications Committee. The first topic of discussion was about the Cash Mob which was at Flowers by Barbara. Only one person participated in the Cash Mob and Michelle asked for feedback from the Board of Directors on how the Marketing and Communications Team can better the Cash Mob. The Board felt that if the monthly winner of the Cash Mob could offer some tangible added incentive like a special item on sale it would be helpful to the program. Also the idea was raised to create a Cash Mob flyer and distribute it out into the downtown. Shaune felt that the cash mob would take a year to build and shared his thoughts to the Board that Michelle is doing an absolutely wonderful job building the cash mob.

Tom presented the Board with the advertising plan from the Scoop. The Board felt that this was a great opportunity to pursue and would like the Marketing Committee to work out the logistics and purchasing process of advertising with the Scoop

**MOTION TO MOVE FORWARD WITH PLANNING AND PURCHASE OF DONUT STYLE ADVERTISING WITH THE SCOOP MAGAZINE FOR 2013: MOVED BY BILL PIERSON, and SECONDED BY PETER VELTHEER: CARRIED**

Tom also presented a proposed template for the Welcome Packages. The Board inquired about the participating businesses that were involved and overall, the Board felt that this was a great effort and a great first step in promoting our downtown to new Business Owners and to new residents of downtown.

### **C) Awards Committee**

Brad updated the Board on the Awards Committee activities. The committee has a number of award ideas finalized and is looking forward in creating a special event with the Town

## **6. Business Arising from Previous Meeting Minutes: Potential Sale of the BIA Golf Cart**

This was tabled for a future discussion

## 7. Reports

### A) Chairperson's Report

Brad discussed the opening of the new riverfront restaurant. He is excited at the level of optimism that exists in the Downtown. The Board discussed sending cards and flowers to new BIA Businesses and it was agreed that this long standing policy should continue.

**ACTION: Tom is to send out cards and flowers to new Downtown Business Owners welcoming them to the Downtown**

### B) Council Report

Bill discussed the recent communication breakdown between the CAAC and the BIA Beautification Committee. Bill is hopeful that James can act as a bridge between the two organizations and feels that his presence at BIA meeting is integral.

### C) Treasurer Report

Peter presented his treasurer's report to the Board. Tom provided the Board with a payment of Accounts for the Month of May totaling \$1,265.38.

**MOTION TO RECEIVE THE REPORT AND APPROVE THE PAYMENT OF ACCOUNTS BY MICHELLE EDGAR AND SECONDED BY BILL PIERSON: CARRIED**

### D) Chamber of Commerce Report

Corner/Bridge Street project is moving ahead and the new rental space that is available through the Chamber is ready. The Chamber is looking forward to their move into more economic development programs and are beginning to look at employee training seminars.

### E) Core Area Advisory Committee

Brad provided a CAAC report. It is a good group of individuals that are involved in the CAAC.

## **F) Communities in Bloom**

Lots of great activities going on with CIB and the finest example of this is the underpass project. It looks absolutely wonderful.

## **G) Office Manager Report**

Tom provided a more detailed account of his trip to the OBIA conference in April of 2013. There was discussion with the Point Perry BIA regarding how Point Perry uses their waterfront. The Board encourages private sector involvement in using Napanee's waterfront area. The Point Perry BIA is undertaking an economic impact study on their waterfront and Tom has arranged to receive a copy of this.

Tom provided the Board an update on the Office Assistant position. Discussion with the Board went on regarding the overall structure and tasks of this new position. Overall the Board was very happy that Tom was able to get funding to hire a summer student.

**MOTION TO RECEIVE ALL REPORTS BILL PIERSON and  
SECONDED BY PETER VELTHEER: CARRIED**

## **8. New Business**

A) **Downtown Passports:** Michelle asked how the BIA Board can help with the Downtown passports. The Board felt that they were very well done, and well received in the community.

B) Shaune asked Tom for an update on the Parking Initiative. Tom will provide the Board an update on the Parking Initiative Project at the next meeting

**ACTION: TOM WILL PROVIDE AN UPDATE ON THE CUSTOMERS  
COME FIRST PARKING INITIATIVE**

Shaune also stressed the importance of finishing an illumination report of the Downtown. Tom will work with Shaune over the next few weeks and finalize this inventory list.

**ACTION: TOM WILL WORK WITH SHAUNE TO FINALIZE AN  
ILLUMINATION REPORT**

The next new business was to look at the Walmart study and to review Walmart's impact on the downtown. The Board felt that it would be a good topic of discussion for the next meeting.

**ACTION: REVIEW THE WALMART IMPACT STUDY AT THE JUNE BOARD MEETING**

The Board inquired about update on the Strategic Plan. Tom informed the Board that the plan is still in development and has assured the Board that a draft plan will be before them by August.

**ACTION: TOM WILL PROVIDE A DRAFT COPY OF THE STRATEGIC PLAN TO THE BOARD BY AUGUST 2013**

Uniquely Arranged has moved into Downtown Napanee on John Street, and Serendipity has moved. There is also a new business at Ellena's Café building. Tom will arrange for flowers and cards to be sent out.

**ACTION: WELCOME NEW BUSINESSES TO THE BIA AND DROP OFF CARDS AND FLOWERS**

**MOTION FOR ADJOURNMENT BY BILL PIERSON: SECONDED  
MICHELLE EDGAR: CARRIED**

**Next meeting of the Board of Directors will be June 5<sup>th</sup> to discuss the CAAC Survey Results**

**Reviewed by: Brad Way, Chairperson**

**Created by**

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Office Manager

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Secretary