

**NAPANEE BIA**  
**Minutes**  
**April 4<sup>th</sup> 2012**  
**6:15pm**  
**Napanee Business Centre**

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Attendance: Brad Way (Chair), Ashley Arnold (Vice), Doris Lucas, Shaune Lucas, Peter Veltheer, Bill Pierson, James Timlin (Town), Rennie Hutzler (Member), Sondra Elliot (Member)

1. Call meeting to order
2. Disclosure of pecuniary interest - **None**
3. **Motion** for Approval of agenda made by Ashley, Second by Peter. **Carried**
4. **Motion** for Approval of minutes – March 2012 Minutes by Shaune, Second by Ashley. **Carried**
5. Treasurer Vacancy
  - A **motion** was made subsequent to the acceptance of Peter Veltheers request to sit on the Board by the Town that Peter be named the Treasure of the BIA for the remaining of its term by Ashley, Second by Shaune. **Carried**
6. Introduction of Trent Gervais
  - a. Beautification Partnership with Town
    - Trent was asked to speak about the opportunity of working with the Town's Parks and Rec department in a partnership in order to meet the needs of the BIA's beautification mandate. Trent explained the cost of a person would not exceed the current budget allocated for beautification staff and used the number \$10,000 for a staff person to be available 7 days a week for approximately 5-6 hours per day. A **motion** to establish a partnership with the Town's Park and Rec Department to facilitate the BIA's needs for Beautification for the duration of 2012 with the details of the agreement to be agreed upon by the Beautification Committee at a subsequent meeting was made by Bill, Second by Ashley. **Carried.**
    - Renne, indicated she would be happy to volunteer as the chair of a beautification committee to oversea and to work with the Town and Board to facilitate the transition. A **motion** to appoint Renne as the Beautification Chair was made by Bill, Second by Peter. **Carried.**
7. James Timlin
  - a. Admin Staff
    - James was asked to discuss the opportunity to work with a current town staff employee that has his degree in Business Administration. The cost to the BIA after all benefits etc. was \$17.50/hour. And that this staff person would be available to the BIA for 10-15 hours per week with the possibility of 20 hours depending on the season.
    - After some general discussion it was suggested that this item be tabled for a subsequent meeting after the BIA has indentified it priorities and goals for the coming years. At which time Brad suggested it may be a good time to host some Strategic Planning sessions open to the general membership in the coming month. A **motion** to plan to have a strategic planning session(s) immediately (or ASAP) was made by Peter, Second by Bill. **Carried.**

- Peter volunteered to investigate the opportunities available by third party groups to steer this project for the BIA.

8. Business arising from previous minutes

- Brad addressed the comments he had made in the previous meeting regarding the Reserve Fund and corrected the position that was communicated by the Town that there is a surplus on hand as it is stated by our 2010 Financial Statements from the Auditor.

- Brad has spoke with Jon Begg of the Napanee Credit Union about the outstanding sponsorship monies the Credit Union had promised. Jon indicated that he had not received any invoice. An invoice has been sent on April 3 2012 to Jon to request the outstanding monies for the HHOFF sponsorship (\$2500) and movie night sponsorship (\$500).

9. Reports

a. Chairperson's Report

i. 401 Signage

- Brad reported that he had contact Ron V, however Ron was away on holidays until the first of this week and he had not heard anything from Ron to date. Brad will continue to follow up on the issue.

b. Council Report

- Parking was revisited and it was determined that as a BIA we would create a Parking Information Awareness Campaign for our Members. Shaune volunteered to design a campaign to be presented to the Board including draft communications.

c. Treasurer's Report

i. 2012 YTD Summary

-**Motion** was made to receive the YTD financial and Details of General Ledger by Shaune, Second by Peter. **Carried**

ii. Revised 2012 Budget Proposal

- No action and item was removed for any further discussion.

- **Motion** for the Town to establish a BIA Reserve account by Peter, Second by Ashley. **Carried.**

- **Motion** to close the RBC BIA Bank account and to move monies to the BIA Reserve account by Ashley, Second by Shaune. **Carried.**

d. Chamber of Commerce Report

- Peter spoke about the resent TOD signage installation the Chamber of Commerce had installed along the 401 to direct tourists to the Springside Water Front Trail and Falls.

10. Committee Business

a. Events

- None

b. Beautification

- None

c. Communications

i. Co-Marketing Opportunities with the Chamber of Commerce

- A request was submitted from the Chamber of Commerce of the BIA's interest in participating in some advertising initiatives the Chamber was organizing. A **motion** was made to support three ads in three publications with a cost of \$220 for Kingston Summer Travel Guide, \$275 for 55Plus Travel and \$250 for Key to Kingston by Ashley, Second by Bill. **Carried.**

- Ashley has volunteered to coordinate with Kathy from the Chamber to meet the appropriate deadlines.

11. New Business

a. Membership Report

None

b. Correspondence

- James suggested a potential new project for the BIA – “The Big, Bright Light Show”. The idea would be to fix LED lighting to buildings in the downtown to fully illuminate their frontages. This has been done in another community, but would be very unique to our area offer an opportunity to draw in visiting community members. A **motion** was made to have James gather further information for the Board, so that the Board can decide how it would like to proceed by Shaune, Second Ashley. **Carried.**

Adjournment – 8:21 pm

**NEXT MEETING:** AGM April 18th, 2011