

NAPANAE BIA
Meeting Minutes
August 8, 2012
6:15pm
Napanee Business Centre

Attendance: Brad Way (Chair), Ashley Arnold (Vice Chair), Peter Veltheer (Treasurer), Doris Lucas, Shaune Lucas, James Timlin, Bill Pierson (Town Representative), Olivia Mills (Intern)

1. Call meeting to order **6:17pm**
2. Disclosure of pecuniary interest – **NONE**
3. **Motion** for approval of agenda moved by Peter, seconded by Doris – **CARRIED**
4. **Motion** for approval of minutes from July 18, 2012 moved by Peter, seconded by Doris – **CARRIED**
5. Business arising from previous minutes
 - a. Garbage bins: James presented pictures of new waste/recycling, cigarette, and pet waste receptacles, with a copy of the budget (total cost is \$15 108.10) as presented by the Town. The initiative has been tabled by the Town while proposal for BIA contribution of 50% of the cost is discussed by BIA board. Discussion took place regarding: (1) refurbishing of old receptacles (possibly into recycling units) and note that the old receptacles were purchased by the BIA, (2) the need for open communication between CAAC, BIA, and Town, (3) funding in the BIA's reserves, which will be available from Welch & Co. soon, (4) whether funding should be taken from this year's budget or next, (5) review of receptacle placement according to new downtown businesses and development, and (6) potential for advertising revenue on side of new receptacles. Upon conclusion of discussion this was agreed upon:

Be it resolved that the BIA will contribute 50% of the cost of purchase 12 conjoined garbage/recycling receptacles, 7 cigarette receptacles, and for 4 pet waste stations. Further, that all this new equipment be located within the BIA area and that the existing garbage receptacles be relocated to the side streets within the BIA area. Furthermore, that the BIA will coordinate the advertising and the BIA will share the resulting revenue with the Town. Furthermore, that the BIA will pay no later than February 1, 2013.

Motion to approve as written moved by Peter, seconded by Ashley - **CARRIED**
 - b. Parking: There have been complaints about certain merchants ignoring the 2-hour downtown parking limit on a regular basis. Olivia contacted Erm and has a copy of the by-law; this and other items will be compiled into a package that board members will deliver in person to the downtown businesses. The package needs to be developed, and Olivia will attempt to meet with Shaune and whoever else volunteers before she returns to school to get this underway. Shaune and Peter need to talk to Trent regarding parking signage.

- c. Staff Person: Internship application for PELA CFDC funding is completed. Discussion of Office Manager's salary once PELA's one-year funding runs out occurred regarding annual salary of \$24, 000 works out to approximately \$14.40 per hour for 32 hours per week. Benefits of CPP and EI are not included, but vacation pay is. Peter made a proposal to move ahead and submit the application. **Motion** to submit application moved by Bill, seconded by Shaune – **CARRIED**
- d. Lights: A colour-coded sheet submitted indicating commitment and colour preference. Lights have been ordered for those who have already agreed. PELA is again reviewing the BIA's application on August 9, 2012. The Town will cover the cost and manpower for put up and take down of the lights; this begins November 15, 2012. The lights will be on from dusk to midnight until January 31, 2012.

Shaune recommended it be made clear to merchants that there is a long term plan to include the entire BIA area, so those who do not participate in the initial year do not feel forgotten. Certain merchants, such as Patel and Charles, will be required to pay double to cover the cost of their large buildings. Merchants will not be permitted to pay full-freight for their buildings before their allotted year so they do not ask for refunds when their buildings would have been covered in subsequent years.

Strathcona Solar has been contacted by Brad and James to investigate the possibility of making this an eco-green project with no draw from the power grid. In order to capitalize off the marketing and attention solar light display would bring, a Grand Unveiling was discussed, preferably on a Thursday to increase likelihood of TV media coverage.

6. Reports

- a. Chairperson's Report: Brad reiterated his contact with Carl at Strathcona Solar, and his intentions to get together with Trent. He expressed his desire to see more people on committees, particularly those who are currently non-board members. He discussed how the new programs like the lights and new waste receptacles can generate excitement within the membership. This excitement needs to be leveraged, with new people contacted and brought into the board and BIA committees.
- b. Council Report: Council has been working on the waste receptacles, parking, and lighting projects. The Town Hall is currently undergoing renovations; the windows are being replaced. There have been no Town Council meetings.
- c. Treasurer's Report: A YTD was submitted. Requests were made for: (1) an accounts payable column and (2) an indication of what cheques are going through. Peter and James will attempt to get together a few days before the meetings to discuss financial reports. Doris reported she has a bill for the hanging baskets she will be submitting. **Motion** to approve report moved by Bill seconded by Doris – **CARRIED**
- d. Chamber Report: There has been no meeting. The Chamber is working on a Member to Member Discount Program, which has been well-received.
- e. Core Area Advisor Committee: Correspondence from CAAC attached, asking for BIA participation in a meeting designed to coordinate the flags and banners program. Brad will be attending the meeting. Shaune will attempt to make the

meeting, and discussed the effectiveness of Unionville's décor, which celebrates its history rather than seasonal decorations. In the event that Shaune cannot attend, Brad will attempt to convey these comments at the meeting.

- f. Communities in Bloom: In the process of waiting on grants from CN; grant is for CN to dollar match funds raised to improve highway.

Motion to receive all reports moved by Bill, seconded by Ashley – **CARRIED**

7. Committee Business

- a. Events: A letter similar to the current CAAC invitation should be drafted asking different local clubs and organizations to put in their events early in the year so a summer-long/year-long events guide can be put together for 2013. This meeting will take place in October 2012. Olivia will draft the letter, but distribution of the letter will be followed up by the new Office Manager.
- b. Beautification: Rennie also wishes to speak with Trent. There has been appreciation voiced by members in response to the clean-up and floral arrangements in the downtown.

When Trent is contacted, the big picture needs to be discussed: the boardwalk, dock, splash pad, Centre St., public washrooms, etc. all need to be taken into account. The BIA needs to support the Town in these items. The splash pad breaks ground in September and will be opening spring 2013.

Discussion took place regarding the board's ability to ask merchants for improvement to their property in tandem with thanking and encouraging those who keep their property tidy reliably. The problem of rapidly-growing weeds was mentioned.

- c. Communications: This year the BIA has been in two new publications: 55+ and the Summer Kingston Visitor's Guide, which have been well received. Ashley is in the process of meeting with both the Beaver and myFm Radio. The Beaver is still investigating a promotions package, but myFM has proposed a package of 160 thirty-second ads for \$6.28/ad. This would cost \$1,000 for the whole year.

Ashley proposes using general ads for the downtown. Brad gave the idea of having members participate in voice over ads on the radio. Discussion occurred regarding (1) what the ads would emphasize and (2) what they will accomplish for the BIA. It was decided to focus on permanent attractions, target audience to entrepreneurs and customers, and that Ashley will draft some ads to present to the board.

Ashley has access to a digital copy of the shopping card that could be changed and updated into a full page colour ad (cost \$300). There have been comments by members regarding the lack of advertising. Peter has joined the communications committee, and Ashley is in contact with some non-board members who may wish to contribute to the committee. There has been no formal motion or commitment at this juncture.

8. New Business

- a. Survey Distribution: Olivia presented the results of the CAAC/BIA survey. The Survey Monkey link got 23 merchant responses. Lyndsay has set up interviews with 13 property owners for their input.

- b. Meeting Attendance: Cris has expressed his interest in continuing his board membership. He asked to be excused from this meeting but will be committed from here on out.
 - c. Downtown Presentation: Both the August CAAC meeting and the parking initiative have already been discussed.
 - d. Storefront: (1) Marlin Travel has closed their retail location; (2) The Superior Restaurant building has been bought by Theresa Rands, who plans to renovate and open a main Touch of Class location downtown; (3) Milady's Lace is moving and expanding their merchandise; (4) That Takeout Place has a new owner, but is still currently open to business; (5) The old Eaton's building has been bought by a man from Virginia names Charles. Details pending.
Shaune reminded the board of the official policy of a card and flowers being presented to merchants new in the downtown. He has recommended that the practice be renewed as soon as possible.
9. Other: Discussion regarding extended Christmas store hours occurred. The next newsletter could include a question regarding merchants intended hours at this point. The merchants need to be made aware that the lighting initiative could bring as many as 50,000 people to the downtown, and they should plan their business hours accordingly. This will require planning and door-to-door contact with merchants. This is targeted to diners and retail mostly. Olivia will attempt to draft a questionnaire before her time is done and will hand off what she has to Shaune when she leaves.

Adjournment – 8:10pm moved by Ashley, seconded by Peter

NEXT MEETING: General Meeting September 19, 2012.

Minutes prepared by: Olivia Mills
Reviewed by: Brad Way, Peter Veltheer