

Napanee BIA
Meeting Minutes
January 16, 2013, 6:15pm
Napanee Business Centre

Attendance: Brad Way (Chair), Peter Veltheer (Treasurer), Michelle Edgar (Secretary), Shaune Lucas, Doris Lucas, Sondra Elliott (Beautification), Bill Pierson (Council Representative), Tom Coke (Office Manager), Trish Reid (Guest),

Absent: James Timlin

1. Call meeting to Order: **6:18pm**
2. Disclosure of pecuniary interest: **NONE**
3. Motion for approval of agenda: **Moved by Peter, seconded by Michelle**
4. Deputation: Trish Reid: Fundraising Opportunities with Community Health Care

Trish Reid made a presentation to the Board of Directors regarding the Development of Community Partnerships for Fundraising Projects. Her organization is looking to the BIA Membership to help with the 'Nice-A-Gram' as February is "International Friendship Month." Trish would like to have BIA Businesses come forward and take part in this program by offering different coupons and discounts to be placed within the "nice-a-gram." Cost of one nice-a-gram would be \$5.00. Brad commented that he loved the idea and that the BIA could use the E-News and Newsbeat to inform the public of this program. Michelle asked Trish what the expected rate of return would be. Trish stated that their goal is to have 100 Nice-a-Gram's to go out, but she thought a more realistic number would be close to 70. Brad thought a great alternative could be an electronic coupon that way costs would be cut down.

Shaune raised his concern regarding the tightness of a February 1st launch. He questioned whether or not a February 1st launch would hinder future launches. Trish responded by saying that the idea for the nice-a-gram is simply the first step. Brad would like Tom to promote this initiative through the e-news to see what sort of following it may get.

ACTION ITEM: Tom will promote this event in February E-news editions

Motion: Approve Michelle Edgar as Secretary of the Napanee BIA moved by Peter and seconded by Bill: CARRIED

5. Motion for approval of previous meeting's minutes: December 12th, 2012

Changes were needed: Peter highlighted some wording issues in the minutes. The Board instructed Tom to fix these wording issues.

Motion for approval of the meeting minutes of December 12, 2012 moved by Peter and seconded by Bill: CARRIED

6. Committee Business: A) Marketing and Communications

Michelle Edgar presented the Board with the results from the Marketing and Communications Committee Brainstorming session which took place Monday January 14, 2013 at the Napanee Business Centre. Michelle outlined the groups Mission Statement, discussed taglines to use for Marketing Purposes. Ellen Johnson also presented the new BIA welcome package that the Committee has been working on. Ellen stated that the Committee will present the packages to people in the committee such as landlords, real estate agents, and developers. The Committee will prepare ten packages at a time and then to get feedback on how the packages can be improved. They feel that ten is an excellent number because it is a manageable amount.

Ellen informed the board that an inexpensive form is needed in order to prepare the welcome baskets, and she listed the possibility of contacting both flower shops and Serendipity to inquire on their interest to be involved in this project. Peter thought that this was a great idea to pursue, and thought that lawyer's office could be included in giving packages to them to distribute as well. Shaune provided his support for the packages, and believes that even Moving Companies could be a good resource to use to get welcome packages out to the community. An idea was raised about the possibility of a digital package be available, and then that way, new residents can go onto the BIA's Facebook page and download coupons and have access to the whole package, in a digital format.

Brad stated that Ellen is looking for support from the Board of Directors for her and the Committee to continue developing the Welcome Packages. Her plan is to begin distribution in April.

Motion to approve that the Communications and Marketing Committee continues with the development of the Welcome Package. Moved by Peter, and seconded by Doris. CARRIED

B) Beautification

Sondra provided the Board with an update on Beautification. She stated that a meeting with Herbert Hogel has taken place regarding tree planting. Mr. Hogel is fine with large containers being placed on his property, but he does not want anything planted within the ground. The Beautification Committee will spend their next meeting discussing improving the cosmetic look of all downtown alleyways. Tom spoke to the Board about the Flower Box program that is being pursued with Community Living of L & A. He informed the board that he is expecting to have the prices back for the flower boxes by the next meeting on February 20th.

ACTION ITEM: Tom will receive pricing from Community living for the Flower Boxes, and will present it to the Board of Directors on the 20th of February.

Speaking of Community Living, the Board raised a concern about the clean-up crew not cleaning Dundas Street. Tom informed the Board, that this is true, as their focus has been placed primarily on the side streets but moving forward, Tom will ensure that a focus on Dundas Street will exist.

ACTION ITEM: Tom shall coordinate the Community Living Clean up crew to focus on Dundas Street, as well as their additional responsibilities.

Sondra Elliott informed the Board her concern over the Scarecrow Festival and specifically the Committee's inability to find a replacement chair.

ACTION ITEM: Tom shall coordinate a meeting with the Scarecrow Committee and Plans for a new Chair shall be discussed.

7. Business Arising from previous meetings:

- i) Financial Commitment in kind to the Corner Bridge/Centre Project

The Board felt that it would be in their best decision to table the discussion of this project for a future meeting until this Committee can report back with a requested dollar figure.

8. Reports:

A) Chairperson's Report

Brad is continually impressed with how the BIA is moving forward. He informed the Board that the Financial Statements from 2011 will be made available and is open for discussion at the next BIA Board meeting in February. Brad raised the desire of the BIA becoming a leader in promoting accessibility. He feels that the BIA needs opportunities to make the downtown more accessible friendly. Shaune feels that the BIA can offer leadership to property owners in order to make their properties more accessible. Discussion of the Enabling Change Grant occurred, and the Board felt unanimously, that this is a program that Tom should apply too.

ACTION ITEM: Financial Statements from Welch shall be on the agenda for the next meeting

The Board is instructing Tom to apply for the Enabling Change Grant. Moved by Shaune, and seconded by Peter. CARRIED

B) Council Report

Bill informed the Board that the first budget meeting is coming up and downtown infrastructure is expected to be discussed. James is looking at Brownfield lands- properties that may have hazardous issues related to them; such as old gas stations. James will be releasing a Community Improvement Plan shortly before Council. The Board felt that there is great potential for some sort of beautification measure could occur on these properties. The Board

requests the beautification committee to brainstorming some ideas and consult with James.

ACTION PLAN: Beautification Committee to consult with James to discuss possible beautification measures to these lands.

Shaune believed it was a good idea to invite David Morgan from the Town on a walkabout before the budget meeting. Throughout the Downtown Core, sidewalks are crumbling, guard rails are needed to be fixed and the TD parking lot needs to be re-paved. Bill has offered to arrange a walkabout with David Morgan.

ACTION ITEM: Bill will organize a walkabout with David Morgan throughout the BIA area, and highlight infrastructure improvements that are needed

C) Treasurers Report

There are two costs on the update report that aren't accounted for. A conference expense of \$1,054 and a credit of \$690.00 have been accounted for. Peter will follow up with Anita and investigate these lines further. Overall there will be an approximant surplus of \$24,000 dollars from 2012, which would match the surplus from 2011. Peter would like the Board to pay their \$10,000 responsibility for the 2012 Big Bright Light Show, and another \$7,500 for the new waste receptacles from the surplus money that will be placed in reserves. Peter would also like the budgeted \$1,200 for the office manager's new computer and related software, to come out of the reserve funds as well. Peter also informed the board that the Miscellaneous Expense account will be transferred into a Telephone and Internet Expense Account. The Board then brought up the financial commitments of the Big Bright Light Show. Tom informed the Board that James will bring a report to the February meeting with an update of the 2012 finances of the Big Bright Light Show.

ACTION ITEM: James will bring the Board up to-date on the financial standing of the Big Bright Light Show.

Motion to pay the 2012 commitment to the Big Bright Light Show and to pay for the 2013 commitment of the Waste Receptacles Moved by Bill, seconded by Michelle: CARRIED

- D) Chamber of Commerce Report: None**
- E) Core Area Advisory Committee: None**
- F) Communities in Bloom Report: None**

G: Office Manager Report:

- I) Sponsorship Policy: Tom presented the Board with draft copies of a new sponsorship policy that he wants to present to area businesses and organizations which would help explore and further develop partnerships with the BIA. The Board feels that this endeavor is important but would like to be consulted on what businesses are being approached and the dollar values that are associated. This will be done via electronic mail.

Motion to approve the new sponsorship policy with modification from the Board by Shaune, Seconded by Peter: CARRIED

- II) Strategic Plan: Tom informed the Board that he has begun working on the Strategic Plan. Shaune raised an objection to it saying that he feels that the BIA strategic plan should not run parallel with what the CACC is doing.
- III) List of the Duties of the Office Manager: Tom provided the Board with a list of the different projects that as Office Manager he is undertaking. The Board felt this was important to receive, and on a monthly basis would like to be continually updated on what tasks have been completed, and what tasks will be worked on.
- IV) The Board set a date for the annual AGM of April 17th at 7:00pm.

9. New Business:

A) New and Old Businesses

Cindy Crowson has opened up a new business in the Downtown. She is in Hogel's building and has taken her Bead business to a storefront.

Also, the Board felt that some form of feedback would be important to have when a business does in fact leave the Downtown. Tom will explore different feedback options.

Action Item: Develop a feedback policy on all downtown businesses that leave the core

B) Ontario Welcome Cyclists Certification

Brad informed the Board about the work that Rob Plumley at the County is doing in order to get L & A Cyclists Certified. He feels that Tom should update everyone in the BIA through E-News and the Newsbeat and to check out the process needed to take in order for the Napanee BIA to also become Cyclists Certified. Shaune feels that the seasonal bike racks should be indicated on

all downtown maps, to give bikers knowledge of the locations. There are five racks total.

ACTION ITEM: Research the tasks necessary to make the BIA Cyclist Certified.

Motion for the BIA to become known as a certified cyclist area moved by Shaune, and seconded by Bill: CARRIED

C) Murals

Shaune raised a question to the Board regarding the existing murals in the Downtown. The Board would like the beautification committee to review the murals and to come up with an appropriate action plan.

Action Item: Rennie will inform the Board of the mural situation in the downtown core.

D) Inconsistent Store Hours

Shaune raised a question regarding some inconsistent store hours in Downtown Napanee. The Board feels the best approach to this question would be to ask the Ontario BIA and see what other areas are doing to bring their store hours to a greater level of consistency.

Action Items: Speak with the OBIA and find out what other areas are doing with inconsistent store hours.

E) Joan Hammond

Sondra Elliott informed the board that Joan Hammond's father passed away.

ACTION ITEM: Send a sympathy card to Joan Hammond on the passing of her father.