

Napanee BIA
Meeting Minutes
October 24th, 2012
6:15pm
Napanee Business Centre

Attendance: Brad Way (Chair), Ashley Arnold (Vice Chair), Peter Veltheer (Treasurer), Doris Lucas, Shaune Lucas, James Timlin, Cat Monster, Tom Coke (Office Manager)

1. Call meeting to order: **6:15pm**
2. Disclosure of pecuniary interest: **None**
3. Motion of Approval of Agenda: *Moved by Peter, and seconded by Shaune: CARRIED*

3.5. Downtown Shopping Party

Kat Monster from Starlet Boutique spoke to the board regarding the upcoming Downtown Shopping Party. She is requesting the BIA's support and provided two proposals for consideration. The first proposal involved booking reindeer, and the second option included reindeer with a sleigh with Santa Claus doing a photo shoot to raise money for charity. This option costs \$1490.00 for the entire night where as the cost of the first option is \$911.50 and it is for 3.5 hours. Kat needs to inquire with the company to make sure that the cost of \$911.50 includes any and all set up.

Brad supports this event but recalls that the BIA sponsored only the reindeer portion of the first option which is priced at \$690.00. Shaune likes the first option over the second. Ashley stated that it would be a great draw for next year if we could get the sleigh and Santa for next year. *Motion to support the first option for this year is on the table. Moved by Ashley, seconded by Shaune- CARRIED*

3.6 Chamber of Commerce: Corner Park Project

Kathy Medd from the Chamber of Commerce spoke to the Board about a project that she has been working on. Together with the Town of Greater Napanee they are searching for some help from the BIA. There is a national competition in 2013, and they have targeted the lot on Bridge and Centre Street has an example of something that they can do. Kathy is working on submitting a Trillium Grant, and a grant to the Ontario Arts Council. Kathy is interested in starting a project committee that could help determine the best option with this corner property. They want to create something that will act as a statement. Kathy would like BIA support on the committee. Brad commented that it did not have to be a BIA Board Member to be involved. Shaune stated that if no one from the BIA would like to take part that he would like to sit on that committee. Bill Pierson asked about the other options in place. Bill brought up the idea of a flower garden. Kathy stated that a lower maintenance option was preferred. Kathy is at the preliminary part. She has drawings of an idea that she is using for funding opportunities. The Ontario Arts Council will determine who gets funding by February 1st 2013, and Trillium Grant will be announced on March 1, 2013. The judging is set for July of 2013.

Motion for BIA support moved by Peter, seconded by Shaune- CARRIED.

4. **Motion for Approval of the previous meeting's minutes**- September 17th, 2012

Motion for approval by Peter, and seconded by Shaune. CARRIED

5. **Business arising from previous meeting:**

A) Non Attendance

Brad spoke with Cris regarding his non-attendance and Cris has resigned. Tom will follow up on this. Since quorum is 50%, and not 50% + 1, this has solved the BIA's issue.

Motion to approve Cris' resignation from the BIA moved by Peter and seconded by Ashley- CARRIED

B) Parking Assessment Project

Tom will take the package out to everyone. Press conference will need to be set up. Brad wants comments back on the package materials to Tom by the end of next week (November 1, 2012). Shaune would like to see this project tie in with street lighting. Shaune stated that only private parking only on the map. Shaune would like Tom to contact MyFM and all other media contacts for the press release. Given that this initiative is done in cooperation of the Town of Greater Napanee, before this project is made public, it should first go to Town Council for an official request of support.

ACTION: Once final comments have been received, and edits been completed, Tom needs to begin handing out packages to all the business owners and to contact all media outlets to spread the word of the Parking Assessment Project. Once that has been finalized, the project should be presented at a meeting of Town Council in order to formally receive Council's support for this project.

C) Christmas Hanging Baskets- Flower Quote

The town recently took down all the hanging baskets and put them into storage. Tom received an email quote from Penny at Smart Florists for a price of \$45.00 a basket, which is \$3.00 more per basket than what Tammy at Flowers by Barbara quoted Rennie at. She is beginning to work on preparing them. I contacted Dan MacDonald and he is going to assist me in getting the 23 baskets transported over to the flower shop so Tammy can begin working on them. They will be ready for hanging on the week of November 12th. Doris Lucas has graciously allowed Tammy to store the baskets temporarily in her greenhouse.

D) Banner- locating the winter banners

James spoke on this, and he said that they have been found and are currently in his office. They will be put up with the hanging baskets.

E) Community Living Partnership

Brad loves the Community Living Partnership. It is important to continue to recognize their great work. Shaune wants Tom to contact other media outlets to spread the word about this.

ACTION: Have Tom continue to promote this partnership throughout the Downtown Core.

F) Big Bright Light Show

James has asked if Board if they will allow Tom to expand the Big Bright Light Show project. He would like to see more owners step forward to participate. Brad is concerned with the timeline. November 15th is the start of the light show. Ashley, James, and Brad said that the further you can go the better. Tom and James needs to go visit new business owners to attempt to get more donations in order to take part in the light show. Bill said that the people, who aren't on board, will be left out. Ashley questioned what the timeline was if the light show was expanded. It is a big job to hang all of the lights. Peter said that he approves to go as far as possible within the timeframe required. Shaune is interested in seeing a press release go out which says that the Big Bright Light Show has to be expanded because the demand has been really great. The light show could potentially expand from one to three blocks depending on the timeline. James said that he's trying to get a temporary sign for the 401 promoting the event. Brad wants Tom to call a membership meeting of the BIA for November 6th to discuss the Big Bright Light Show. The membership needs to be educated on how the merchants gain from this experience. Tom needs to meet with James and get promotional work going for the show, and to discuss the membership meeting.

ACTION: Tom needs to work with James to assist in marketing and promotion of the Big Bright Light Show. Tom and James both need to explore expansion opportunities and talk to a number of business owners who may be interested in participating in the show.

6. Reports

A) Chairperson's Report

Brad has heard many encouraging things regarding the new Community Health Centre that is being built in the Downtown Core. Rennie has gained a few more committee members within Beautification. The Marketing and Communications Committee continues to grow.

B) Council Report

James reported on this for Bill. Trent Gervais has resigned and is moving home for personal reasons. Bill said that he knows it's a difficult decision for him. Brad feels

that the BIA has lost a very important asset. Bill is very hopeful that someday Trent will come back. Construction of the splash pad is continuing to move forward.

C) Treasurers Report

Peter said the BIA is in great financial shape. A motion is necessary for the passing of the beautification bill. Peter met with Anita and is setting up preliminary discussion on next year's budget. He has run into an issue locating funds that were used on the Scarecrow Festival. Apparently there has been an accounting error and expenses were incorrectly accounted for. Peter wants to have a meeting with Trent and Rennie to go over the 2013 budget. Peter wants to put a rough outline together first and then have a meeting about it.

Motion to receive Peter's report and to pay \$14,000 for Beautification moved by Ashley and seconded by Bill. CARRIED

D: Chamber Report

None

E: Core Area Advisor Committee Report

None

F: Communities in Bloom Report

Gardens are hoping to start- Shaune asked how the BIA can assist with Communities in Bloom. Shaune wants an agenda item put on the agenda. Brad wants a committee member to come and talk to the BIA to see how the BIA can help.

ACTION: Get a committee member from Communities in Bloom to come and talk to the BIA about how the BIA can help.

7. Committee Business:

A) Events:

Communications and Marketing Committee is being established. It should become responsible for BIA events with Tom working in concert as a support person. Peter stated that events are big projects. Brad replied saying that the BIA

hasn't managed any events other than Scarecrow; however there is no committee established just yet.

B) Beautification:

Tom reported on the fact that six trees have been planted in the downtown core. Four of them are located on Mill Street, and an additional two have been planted on Dundas Street West. Dan MacDonald is currently searching for tree surrounds for them. Tom should get pictures of them for marketing purposes.

Renee has approached Mr. Hogel regarding the use of his parking lot on the corner of Dundas and Centre Streets. Renee wants the BIA board to consider having Town Staff park in this lot (once the county approves our use of it), instead of market square. Mr. Hogel would be entered into a lease and is covered by the Town's insurance policies.

ACTION: BIA needs to create a presentation to council for their approval on a possible parking expansion for Downtown Napanee.

8. **New Business:**

Teresa is bringing a Touch of Class Downtown. Shaune wants the terminology changed from Terminating to Old Business. Shaune is concerned about burnt out lights throughout the core- the downtown can appear to look quite dark during the night. A letter was written about a parking space outside of the Loaf & Ale. It needs to be placed on the agenda for the next meeting on November 21st.

ACTION: Tom has to make sure that this item will be placed on the agenda under correspondence.

Adjournment at 8:15pm, and next meeting is Wednesday November 21, 2012 at 6:15pm.

Minutes prepared by Tom Coke

Reviewed by