

Napanee BIA
Meeting Minutes
November 21, 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 (Council Rep), Sondra Elliott, Rennie Hutzler 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 Ashley: CARRIED***
4. Motion of approval of previous meeting's minutes- October 24, 2012. ***Moved by Peter and seconded by Ashley: CARRIED***

5. Committee Business:

A) Events:

Sondra Elliott, Chairperson of the Scarecrow Committee presented an overview of the Wrap up Meeting that the Scarecrow Committee had. The board discussed this report, and some highlights included the Pancake breakfast was poorly attended and shouldn't be done again. The cow pattie bingo was well received, and the mix of entertainers was great. Sondra has enjoyed her time as Chairperson, but however has stepped down. One problem that they had was the lack of volunteers to help take things down. *Motion of approval of Sondra's Report: Moved by Peter and Seconded by Ashley: Carried*

Brad Way spoke to the sponsors of last year's Movie Night to gauge interest in whether or not they would be sponsor the event again. Brad also talked about the Bi-Annual Gala that the BIA organizes. Consideration needs to be placed upon this event, as 2013 will be a Gala year.

ACTION: DISCUSS THE 2013 BIA GALA AT FUTURE MEETINGS

B) Beautification:

Rennie Hutzler updated the board on beautification matters. The Christmas Hanging Baskets were installed. There are twenty-three in total; however there are twenty-six total spots. Two baskets were not ordered for Town Hall, and there is one empty spot at "John's Restaurant." James will follow up with the town regarding the placement of two more hanging baskets.

Parking Expansion

Mr. Hogel is still on board with allowing the Town to use his parking lot for parking purposes; however he still wants to remain in control of his lot. In order to make this project happen, parking spots along the street south of the Post Office will need to be removed. Rennie brought up that the Committee of four people have worked well together. They are interested in creating a Flower Box Program. The idea is to try to get

high-school students to build them or possibly the crew at Community Living. A promotional brochure would need to be put together in order to promote this program throughout the community.

ACTION: Begin organizing this Flower Box Program and look for partnerships on this program.

Community Clean-UP

Rennie has contacted Cris Vilela regarding clean up of his property. Cris is open to cleaning it up at his own expense. The topic was discussed and the Board felt like an appropriate project might be to identify the properties within the BIA network that need cleaning up, and then moving forward from there. ***Motion to purchase a 24th hanging basket for John's restaurant by Peter: seconded by Bill: CARRIED***

Communications and Marketing

Brad filled the board in on the news of the Committee. Recommendations will be coming on how to improve Marketing and Communications within the BIA.

6. Business Arising from previous meetings-

- A) Parking Initiative Project: Tom informed the Board that Town Council gave their approval on this project. Shaune would like Tom to bring the initiative to each director first in order to work the bugs out, and then go from there.

ACTION: Tom should work out the details on the initiative package and bring it forward to all directors.

- B) Mr. Hogel's Parking Lot: Rennie touched on this in her beautification report
- C) Update on Christmas Hanging Baskets: Rennie also touched on this in her beautification report
- D) Big Bright Light Show: James informed the Board that at 7:12pm the lights will be turned on. The show will take place outside of Serendipity and then will go from there. All of the lights have been tested, and every business within the one block has agreed to the lights, giving us 100% participation. Timers are being installed, and parking will begin to be blocked off by 2pm on the 22nd. 401 Signage is being erected, and TransCanada as a whole wants to be more involved within the community. The Board unanimously agreed that James' efforts should be commended for making the Big Bright Light Show possible. Shaune brought up the fact that the Mayor, and Councillor Isbister and Cole have volunteered many hours to get the lights ready. James updated the board on expansion progress. IDA and Touch of Class have both committed to wanting lights. Brad indicated his concern about expansion this

season, stating logistics and financial commitments. However if the town provided approval for the expansion the BIA would support the idea and use of the support monies received from TransCanada. If this was to move forward, he would like to see expansion of this project happen immediately, but only in a controlled, organized fashion. Brad would like to see expansion of this project happen immediately, but only in a controlled, organized fashion.

ACTION: Have James begin a dialogue with the other business owners in the Downtown core regarding a possible expansion of the Big Bright Light Show and for Tom to assist wherever possible.

E) Correspondence: Mrs. Shirley Darrington. The Board discussed a letter that was written by Mrs. Darrington and concluded that the BIA board on a whole, although would like to see improved beautification around the area, is happy with the Loaf and Ale's decision to add a patio.

ACTION: The Board receives Mrs. Darrington's letter and will respond to Town Council regarding it.

7. Reports

A) Chairperson's Report

Brad commented that he is very happy on the direction that the BIA is moving. Since the hiring of Tom Coke, he has been brought up to speed and is firmly on his feet. He feels that the Big Bright Light Show is going to be a great success for Greater Napanee.

B) Council's Report

Bill reported that since James has come on, things have been greatly enhanced. He feels that things are starting to come together for Greater Napanee, and echoed Brad sentiments about The Big Bright Light Show and the direction of the BIA.

C) Treasurer's Report

Peter reported that the finances are looking strong. There will be between a 15,000 to 17,000 dollar surplus, by the end of the year. The board will need to decide what to allocate. Possible ideas brought up were receptacles, and the Big Bright Light Show. Discussion occurred regarding the balance forward from 2011. Peter feels that we should wait until the first meeting in January to determine what to use the surplus funds for (Big Bright Light Show, or receptacles). This option would replace the original plan of paying the cost of the receptacles over two years, to try to do it only in one. The Board then turned its attention to the preliminary draft budget that Peter presented. Discussion began over topics such as raising the BIA Levy, and marketing materials such as Printing Newsbeat newsletters the BIA Levy, and Peter

concluded the discussion by informing the Board that he will have something together in more detail for the next meeting. The Board discussed the Multi-Cultural Festival and since it is moving out of Downtown, that the BIA would not contribute funds to it. The Discussion will continue about this on the next meeting. The Board would like Tom to take last year's budget numbers and compare the 2012 budget to the 2013 draft budget. Shaune brought up the receptacles and inquired about advertising space. The BIA should solicit businesses and approach them for advertising on these spaces. Brad would like this discussed for the next meeting. Shaune inquired about the cost of an auditor, and wondered why the BIA needs an auditor since the town takes care of all accounting for the BIA.

Peter's reported is moved by Ashley and seconded by Bill. CARRIED

ACTION ITEMS: For next meeting have Tom take the 2012 budget numbers and compare them with 2013 proposed numbers.

ACTION ITEMS: Peter will have a more in-depth report for the Board regarding the 2013 Budget. Further discussion of the budget will be on the agenda for December's meeting.

D) Chamber of Commerce Report

Project on the corner of Centre and Bridge Street will have a committee that is structured to maximize all community development. The BIA office is moving beside the Chamber of Commerce. The office will be renovated. PELA is putting two offices in where the old sitting area is. Peter is meeting with them on Wednesday November 28.

E) Core Area Advisory Committee

No report: Both Brad and Shaune voiced their concerns over any activity from the Core Area Advisory Committee

F) Communities in Bloom

Rennie feels that education is needed to the public in order to showcase what Communities in Bloom does. Shaune would like the BIA to go above and beyond the Communities in Bloom mandate. Brad would like The Communities in Bloom Committee along with Beautification to identify the areas of the downtown core that need work and create a list.

ACTION: Work with Communities in Bloom and the Beautification Committee to begin identifying a list of the downtown areas/properties that need cosmetic improvements.

8. New and Old Business

Digital One: Is operation at 27 Dundas Street. They do cable and satellite installation. They are hiring locally and picked Napanee as a regional location. Shaune brought up the overall condition of downtown buildings, specifically the lighting facades and that lighting needs to be improved. Many lights have been burned out without any replacements. The Board feels as a whole that this should be discussed at the next meeting.

Peter has agreed to be the BIA representative as a judge for this year's Parade of Lights.

Shaune brought up an idea of empty commercial properties in town and asked the Board's opinion about getting all of the property owners in one building to talk about development of these vacant properties. An evening meeting would be best and Peter thought it was a wonderful idea. James is interested in this project and wants to set something up with the town and meeting in February or March of 2013. Tom will begin working with James need to begin talking about this, and prioritize vacant land in the Downtown.

ACTION: Tom and James should begin this project and look to a February or March 2013 deadline where this meeting could take place amongst the property owners of the vacant lands in Downtown Napanee.

8.1 In Camera Session:

At 8:07pm The Board went behind closed doors and had an in camera session regarding an identifiable person or persons.

Adjournment 8:31pm

Prepared by Tom Coke