

Napanee BIA  
Meeting of the Napanee BIA Board of Directors  
Wednesday, December 12, 2012  
Napanee Business Centre  
6:15pm

Attendance: Brad Way (Chair), Ashley Arnold (Vice-Chair), Peter Veltheer (Treasurer), Shaune Lucas, Michelle Edgar, Rennie Hutzler, Tom Coke (Office Manager), James Timlin, Bill Pierson (Council Representative), Holly Peterson

Absent: Doris Lucas

1. Call meeting to order: **6:17pm**
2. Disclosure of pecuniary interest: **NONE**
3. Motion for approval of agenda: **MOVED BY PETER, SECONDED by ASHLEY, CARRIED**
4. Motion for approval of the previous meeting's minutes- November 21<sup>st</sup>, 2012: **MOVED by PETER, SECONDED by ASHLEY: CARRIED**

#### 4.5 Deputation: Holly Peterson

Holly Peterson gave a presentation to the Board regarding the Chamber of Commerce wanting to revamp their awards ceremony. The Awards Committee of the Chamber of Commerce wants to do something bigger and they are proposing collaboration between the BIA and the Town to do an awards ceremony. She stated that the focus of these awards would be to highlight successes in community and small business development. The Committee would love to see this event occur during Small Business Week which is the week of October 16<sup>th</sup>, 2013. The Awards Committee would love two people from the BIA to join it.

Brad commented that he thought that this idea would bring the Chamber/BIA/the Town closer together and that if we came together and did one larger event that it would limit the need for separate events. Currently the awards committee has Brad Way, Holly Peterson, and Kathy Medd. They would like two BIA representatives. Holly stated that they are in the early stages- event ideas need to be brainstormed, and that all revenues from events would be split evenly.

Peter stated that one big event would be the best way to go considering there are a number of different events out there. Shaune would like a greater focus on sponsorship as it can be a major revenue generator. Ashley agrees with Peter and would love the BIA to join and then figure out the logistics later. Peter concluded that the BIA should work with the Committee and then iron out the details later on in 2013.

- **Motion for BIA to support and sit on a Joint Awards Committee by Peter Veltheer, SECONDED by Ashley Arnold. CARRIED**

**ACTION ITEMS: NEED TWO REPRESENTATIVES FROM THE BIA TO SIT ON COMMITTEE**

## 5. Committee Business

### A) Beautification

Rennie informed the Board of some related garbage pickup issues going on within the Town. Downtown Tenants are taking their trash out to the curb days before pickup. Rennie is seeking direction from the Board on how to solve this ongoing issue. Shaune stated that most property owners should provide dumping areas because tenants have no place to put their garbage but the curb. Peter raised a point of whether or not this would be a matter of property standards for the Town. Shaune stated that he would like to see the BIA work in a pro-active manner. Go to the landlords and inform them of this. The Board then discussed as a whole developing a brand new Beautification Policy which would help deal with this situation.

The new Beautification Policy would be a three pronged approach that would start with a verbal warning, and then a letter written to them, and finally by contacting by-law enforcement.

**ACTION ITEM: Prepare a new Beautification Policy relating to Garbage Storage and distribute it out to the BIA area.**

The subject changed to Mr. Hogel's parking lot. Rennie informed the Board that he will retain control of his lot, and that it is moving forward. The Board then moved discussion to Deseronto and Shaune informed the board that he is exploring partnerships with the bus service.

Rennie informed the Board that there are 4 members of the Beautification Committee and that they had their first meeting and discussed the conditions of Cris Vilela's parking lot. Another project that the committee discussed was a flower box program. The Beautification Committee would love for a partnership to be created with the Lennox and Addington Horticulture Society. The Horticulture Society needs additional growing space, and Rennie would like to have Tom talk to the High School in Napanee in order to get access to their Greenhouse. A meeting would need to take place with the Horticulture Society in order to work out the logistics. Brad feels that a partnership would be great and Bill Pierson feels that Tom needs to be involved in order to work out the administrative issues. Brad indicated a desire to see the Beautification Report in a hard copy format as now the Beautification Committee will be meeting regularly, having the minutes from these meetings will be important for the Board to examine.

**ACTION ITEM: Beautification Reports are needed, and Tom shall pursue a partnership with the Horticulture Society and the High school.**

## **B) Communications and Marketing**

Brad introduced Michelle Edgar to the Board. Michelle gave the Board a run down of the activities of the Marketing and Communications Committee. The Committee is identifying different strengths and weaknesses. Rob Plumley has become involved in the committee. At their last meeting, the Committee recommended a communication tool called Constant Contact. It will allow Tom to better track who reads what marketing materials, so the ability to re-focus our efforts can happen if needed.

***MOTION TO APPROVE THE PURCHASE AND INSTALLATION OF CONSTANT CONTACT- Bill Pierson, seconded by Ashley Arnold. CARRIED***

## **6. Business Arising from previous meeting**

### **A) Illumination Issues in Downtown Napanee**

Shaune spoke to the Board regarding a problem of illumination in Downtown Napanee. The BIA needs to look at ways to increase night time visibility, presence, and security in the downtown core. The first step would be to identify current property owners with illumination and record what kind of illumination they have (IE Neon signs, goose neck lighting, display windows or interior night lighting). The second step would be to make an assessment of the illumination in the Downtown. This would be achieved by doing a walk around at night to see what lights are working, what aren't, identify partial lit buildings, and buildings that don't have any light. The final step would be to contact owners to inquire about getting the lighting issues fixed and/or to get their lights put onto timers, that way the downtown would have consistent lighting throughout. The BIA can encourage owners to seek out appropriate funding (street smarts) and then the BIA would have a monthly illumination report created which would inform the board of all illumination issues that are ongoing in the town.

Shaune feels that this could be a great BIA initiative to work alongside Communities in Bloom with. James informed the BIA Board that lighting has been put on the town's radar.

Brad feels that this is a great idea, but is worried that too much work is being handed off to Tom. Brad would like Tom to formulate a list for the next Board Meeting of all of his ongoing BIA related activities and projects and a timetable for their completions.

**ACTION ITEM: Tom will complete a list of his tasks of any and all BIA related activities and projects and expected timetables for their completions.**

The Board decided that since illumination is on the town's radar, that James Timlin will be back in early 2013, and he will report about the subject of illumination in the New Year.

## **B) 2013 Budget Update: 2012 Vs 2013 Proposed**

Peter updates the BIA Board on the 2013 budget. He is proposing a 4.77% on all BIA levies. He goes over his revised budget and eliminated the adjusted levy rate section. He would like to budget signs and bins as a source of revenue. Peter stated that there is an eighteen to twenty thousand dollar surplus left over from 2012. Eighteen thousand could be used to pay for receptacles and the BIA's commitment to the Big Bright Light Show, and then \$2,500 would be put towards reserves. The Board discussed the need to raise levies at least 5% every year. Shaune raised a concern about the declining revenues from the Midway. The Board felt that Community Living needed to receive clarification from them as to the particulars of how the partnership relationship is structured.

**ACTION ITEM: Tom will receive a response from Community Living clarifying the contract structure of our relationship.**

***MOTION TO APPROVE THE 2013 BUDGET by BILL PIERSON, SECONDED BY ASHLEY ARNOLD. CARRIED***

## **C) Vacant Land Development: Tabled**

**NOTE: Due to time constraints all of the reports were tabled.**

**New Business:** Brad informed the Board that Michelle Edgar is interested in joining the Board as Secretary. ***MOTION TO ACCEPT MICHELLE AS A MEMBER OF THE BOARD OF DIRECTOR by Ashley Arnold, Seconded by Peter, Carried.***

***Adjournment 8:00pm***