

Napanee BIA
Meeting Minutes
February 20th, 2013
6:15pm
Napanee Business Centre

Attendance: Brad Way, Ashley Arnold, Michelle Edgar, Shaune Lucas, Doris Lucas, Rennie Hutzler, James Timlin, Bill Pierson, Tom Coke

Absent: Peter Veltheer (regrets)

- 1. Call Meeting to Order: 6:15pm**
- 2. Disclosure of pecuniary interest: None**
- 3. Motion for approval of Agenda: Michelle Edgar and seconded by Ashley Arnold. CARRIED**
- 4. Motion for approval of previous meeting minutes: January 16, 2013: Michelle Edgar and seconded by Shaune Lucas**

Michelle did see an error in the minutes. In the Committee Business section, under Marketing and Communications, the statement “possible tagline” should be “tagline”. Tom informed Michelle that this will be changed.

5. Committee Business: Beautification Report

Rennie gave her report- see appendix “Beautification Report”

Shaune asked if trees will be planted on Centre Street. Rennie informed the Board that the committee is looking at planting only in containers. Pruning is also needed. Brad requested that Rennie provide a 2013 plan and a line budget for the Board. Rennie expressed her concern with this as she feels time delays would result and feels it is “micro-managing”. Brad felt that it is the duty of the Board to ensure that budget targets are not exceeded, and that financial expenditures and plans are being reported and discussed at the board level. Ashley commented that as long as Rennie does not exceed the beautification budget, than he feels comfortable with the Committee moving forward and acting accordingly. Rennie will continue to manage her budget and ensures the Board that she will not exceed expected targets.

Brad also expressed the need for the board to have something in writing from the town regarding labour cost surrounding beautification. Rennie is working on this.

B) Marketing and Communications

Michelle updated the Board on the BIA Welcome Packages. The Committee is also moving ahead on different “donut-hole” advertising packages that will be available to businesses. Shaune brought up MyFM’s role as a chief advertiser for the Community. Michelle stated that the Committee wants to use events to drive people from the

Belleville, Kingston, Gananoque areas and bring them into Napanee. James mentioned that he had a meeting with 55+ Magazine and they are interested in showcasing Napanee. Artisans Bay Magazine is also being discussed as a possible advertiser. Michelle outlined the committees' goal of launching the welcome packages by April, and to finalize a Donut Hole advertising package by June.

Discussion then moved to social media and its importance on the BIA. Brad highlighted different programs that Tom has used from the E-News Blasts, and "Facebook "Fridays", but some statistics on social media would be helpful and for the next meeting Tom will begin calculating and then will report on these stats.

ACTION ITEM: Tom will begin reporting to the Board on all social media measurers:

6. Business Arising from Previous Meeting: Big Bright Light Show Financials

James Timlin provided the Board a report on the 2012 financials of the Big Bright Light Show. James informed the board that a number of downtown businesses still have not paid their share of the price. The Board discussed providing a letter to each land owner that hasn't paid yet informing to please do so by a hard date. Brad felt that Tom could go privately speak to each individual owner about their non payment, that this alternative could be much better for all involved. James concluded that the 2012 Big Bright Light Show did result in a surplus of funds and those funds would be used for future light shows. The town is looking for ways to help offset the \$25,000 cost of installation. This summer James is planning on using the town staff more as installation will begin of the lights as a propane genie will be rented. Bill Pierson felt that this event is an ongoing discussion and the BIA should be routinely committed to it.

ACTION ITEM: Tom will discuss with the individual owners who haven't paid their 2012 balance from the Big Bright Light Show.

B) 2011 Financials Audit Report

Brad talked to Martin over at Welch and he mentioned that the 2012 statements will be received by June 2013. The discussion of the financials will be tabled for next meeting.

ACTION ITEM: Discuss the 2011 Financials at the next meeting and check with the town to see when the BIA's deadline is for submitting financial documents

C) Cycling Certified

Brad would like the BIA to become Cycling Certified. The real only requirement that the BIA would have to do is to have a bicycle repair kit located at a designated downtown bicycle location.

ACTION ITEM: identify all information around town bicycle racks in order to prepare to become cycling certified.

Motion for the BIA to become cycling certified by Bill Pierson, seconded by Ashley. CARRIED

7. Reports:

A) Chairperson's Report

Brad is pleased to see the CACC is back up and running and is encourage about the progress that Communities in Bloom are making.

B) Council Report

Bill informed the Board that so far budget talks have been strictly about utilities. There is another round of discussions which will cover just about everything except for infrastructure. It will be on Thursday February 21 at 6pm. Shaune asked Bill about the walkabout with David Morgan and why it hadn't happen. Bill informed Shaune that David had postponed the planned walkabout on account of the weather and pledged to the Board that it in fact will be completed.

ACTION ITEM: Arrange a walkabout with Dave Morgan to look at possible areas of infrastructure improvement

C) Treasurer's Report

Tabled on account of Peter's absence

D) Chamber of Commerce Report

The Chamber's AGM is next week and will be held at the Business Centre. The Corner Lot Project has been stalled due to lack of funding, and the Chamber has finished moving away its focus of tourism into more economic and business services.

E) Core Area Advisory Committee

The CAAC is back up and running

F) Communities In Bloom

The Committee met and is developing plans for the CN project. Everyone is excited that this project is moving forward.

G) Office Manager Report

Associate Memberships: Tom informed the board of the concept of developing an associate membership level for the BIA. The Board felt that this was a wonderful idea but would like to receive more information on the individual downtown's that have had successful programs.

ACTION ITEM: Get more information on Associate Membership. Discuss the benefits of Membership with the several areas, and inquire about a list of businesses who are Associate Members and why they became one?

Consistent Business Hours: Tom consulted with Kay Matthews from the OBIA on the notion of consistent business hours. Kay feels that stores do not like to be dictated too; if they wanted that then they would go be apart of a mall. The Board would like to use the OBIA resources to pose a question regarding consistent hours. Brad feels that we can use stats to inform merchants the benefits of moving towards a consistent level of hours.

ACTION: Approach of the OBIA for a question of other Ontario BIA's to see what other municipalities are doing with consistent business hours. Are the OBIA themselves successful in encourage a consistent level of business hours.

OBIA Conference: Tom informed the Board that the date of April 17th would overlap with the planned AGM. The Board agreed to move the date of the AGM

MOTION: AGM moved in order to accommodate Tom going to the OBIA conference in Toronto from April 14th-17th CARRIED

Office Laptop: Tom informed the board that he has two prices for a new BIA laptop. In the 2013 Budget, there is money set aside for an Office Laptop and the Board felt that it would be very useful for the Office to have one.

Motion: To purchase a BIA Office Manager Laptop per Tom's request Bill, Seconded by Ashley: CARRIED

Parking Awareness Campaign:

Shaune asked Tom how the campaign was going. Tom informed the Board that the campaign so far has been a successful. There has been a lot of successful feedback for it and Tom will keep the Board updated monthly on its progress.

ACTION ITEM: Purchase a new BIA Laptop

ACTION ITEM: Continue to keep the Board updated on the Parking Awareness Campaign

Awards Committee: The awards committee met for the first time on February 7th. Topics of discussion ranged from food options to possible locations. A date of October 17th was set. The BIA would need to determine what awards it would like to see be presented at this ceremony.

Scarecrow Committee: The Scarecrow Committee has met and plans are underway for the 2013 festivities. Linda Cooper of WM has agreed to step forward as Chair. The date for the festival will be September 21st.

Office Renovations: The Napanee Business Centre has been under renovations for the past number of weeks. I am looking forward to moving the last few things out of my old space and into my new office. Special thanks to Kathy Medd for all of her assistance on this project.

Canada Summer Jobs Program: At the Communities in Bloom meeting Kathy made mention of a Canada Summer Jobs Program. This is a government of Canada initiative that provides funding for not-for-profit groups that seek to create summer job opportunities for students between the ages of 15 and 30. I am seeking Board approval to apply for this grant.

Motion to apply for the Canada Summer Jobs Program: Shaune: Seconded: Ashley. CARRIED

8) New Business

A) New and Old Businesses

Michelle spoke about the idea of a “Cash Mob”. Ashley loved the idea but felt it was too dependent upon a dollar value. For example you can more for \$20.00 at Coffee Cravings than you can at Napanee Carpet Warehouse. Shaune wondered if any other BIA’s were doing

something like that. Brad felt that one could be organized and that it was very unique and original.

ACTION ITEM: Get more information on Cash Mob's and look into a possible mob for downtown Napanee

Shaune mentioned that Linlu's are closing effective March 20th. Tom mentioned that he visited Joanne Burke's A Touch of Wellness and commented on how nice it is looking. It is set to open April 1st

Adjournment 8:15pm

Next meeting Wednesday March 20th, 2013 at the Napanee Business Centre