

Board of Directors
Meeting Minutes
June 19th
Napanee Business Centre

Attendance: Brad Way (Chair), Ashley Arnold, Shaune Lucas, Doris Lucas, Michelle Edgar, Tom Coke

Absent: Peter Veltheer (regrets), Bill Pierson (Council Rep)

1. **Call Meeting to Order: 6:15pm**
2. **Disclosure of pecuniary interest: none**
3. **Motion for approval of agenda by Michelle, and seconded by Doris: CARRIED**
4. **Motion for approval of the previous meetings minutes: May 15, 2013 by Michelle and seconded by Ashley Arnold. CARRIED**

5. Committee Reports: A) Beautification

Tom updated the Board of Directors on a few of the Beautification initiatives that are currently ongoing in the Downtown. Tom informed the Board that the tree stands had begun getting painted, and that the hanging baskets will be picked up at Burt's Greenhouse on June 24th. Tom concluded by stating that Flower Boxes have started to gain interest in the Community and sales are beginning. Brad commented on how wonderful of a job the Committee has been doing especially with the completed flower gardens. Shaune highlighted an issue of gravel being thrown onto sidewalks and the potential for slip and falls. Tom told the Board that he will discuss this issue with the Community Living team and will look to solve this issue.

ACTION: Tom will inform the Community Living crew to keep an eye on gravel on sidewalks and to remove it wherever possible

Shaune informed the Board that at the Hogel lot off of Centre St that the lines that have been painted are very confusing and the risk of an accident is high. Tom will discuss this with the County.

ACTION: Tom will talk to the County regarding the painting of the lines on Centre Street at the Hogel lot.

B) Marketing and Communications

Tom informed the Board that another set of Welcome Packages are currently in development and that overall, the BIA businesses have embraced this idea. Michelle brought up the Downtown Passport idea and the Board discussed ways to refine and further develop this idea. Ashley felt that it would be much more cost effective if each store just contributed a \$50.00 gift certificate. There is no set limit on businesses that could be involved. The Board felt that the best course of action would be for this Downtown Passport idea should go back

to the Marketing and Communications Committee for refinement and then to come back to the Board with a recommendation.

ACTION: The Downtown Passport idea will go back to the Marketing and Communications Committee for refinement and then will be re-introduced to the Board of Directors at a later date in 2013

c) Awards Committee

Brad informed the Board that the Awards Committee will meet again on July 4

6. **Business Arising from Previous Meeting:** A) Approval of the BIA Meeting Minutes from the Special Meeting of June 5th, 2013

Brad liked the report that Tom wrote highlighting BIA responses from the CAAC survey. Shaune stressed the importance of having this report be shared at Council. Brad stated that these minutes as do all BIA Minutes will be sent to Council once they have been passed.

MOTION TO APPROVE THE BIA MEETING MINUTES FROM THE SPECIAL MEETING OF THE BOARD ON JUNE 5th: Moved by Ashley Arnold, and seconded by Michelle Edgar: CARRIED

B) Potential Sale of the BIA Golf Cart

The Board discussed the potential sale of the BIA Golf Cart. The question came up of what will the BIA's costs be if a future Board decides to get another Golf Cart. The offer that the BIA has received is a great offer considering the Golf Cart is not in working order.

MOTION TO SELL THE BIA GOLF CART FOR \$900.00 by Shaune Lucas, and seconded by Michelle Edgar: CARRIED

C) Walmart Impact Study

The Board discussed the Walmart Impact Study and Shaune commented that the projections are very timely and it would be interesting if a follow-up could be done that examines the projections VS the reality. The Board felt that it would be nice for James Timlin or someone from the County could come to a meeting and talk about these projections.

ACTION: Talk to James Timlin and Rob Plumley from the County to find out if they can come to a future BIA Special Meeting and discuss this study in more detail.

7. Reports:

A) Chairperson's Report

Tom will be working on a vacancy report and as a basis can use the Walmart Study to compare how the business landscape has changed since 2004. The idea of a BIA social was discussed and Michelle expanded on this idea by agreeing that if the Board could arrange a business walk-around where business owners are encouraged to go out and meet with other business owners it would be a wonderful experience. Shaune felt that most business communities have a social hour and that it would be a great idea if the new owners of the Waterfront Restaurant were approached to spearhead a BIA networking session. All members felt that this social should be open to all and just not to Downtown Business Owners

ACTION: Create a BIA social for Tuesday evenings so it is close to the BIA regular meetings

B) Council Report

Shaune informed the Board that the Town is busy creating a Tourism Department.

C) Treasurer's Report

In Peter's absence, Brad provided the Treasurer's Report. Brad expressed his disappointment that the monies from the Big Bright Light Show still have not come out of the account. Michelle brought up discussion of the Midway and the Movie Night, and wondered if any other businesses would step forward and sponsor the Movie Night. Michelle will meet with Ashley and work out a plan for a potential "Back to School" Movie Night.

ACTION: Michelle and Ashley will work together to create a movie night for the last weekend in August

D) Chamber of Commerce Report

Business after hours is next week at TransCanada on June 26th at 5:30pm

E) CAAC

Brad informed the Board that the CAAC met on Tuesday June 18

F) Communities in Bloom

The judging for Communities in Bloom is happening in the first week of July. A reminder to all BIA businesses should be released informing each owner that judging will be happening and stressed the importance of all BIA Members helping with the Communities in Bloom projects. Remind business owners that if any small improvements need to be made (painting, etc), that businesses should do them prior to judging.

ACTION: On future e-news emails, Tom will encourage business owners to do their part for the judging of Communities in Bloom.

G) Office Manager Report

Office Assistant Update: Tom informed the Board that the second round of interviews has began. Michelle and Tom will continue to do interviews the rest of this week and then a decision will be made on hiring the Office Student.

Update on the Customers Come First Parking Initiative: Tom provided an update on the Customers Come First Parking Initiative. Parking has improved as now fewer individuals are taking advantage of the two hour time limits. The Board stressed the importance of proper signage and that a new signs welcoming people to Downtown Napanee would be a wonderful addition to the Downtown.

ACTION: Michelle will explore the possibility of a Downtown Napanee sign and the Board has pledged to work with the CAAC committee on getting more parking signage

Associate Membership Program: Tom presented a proposal for the Board's consideration that would seek to introduce an Associate Membership Program. The Board discussed his proposal at great length and Brad commented that the benefits of the program need to be worded in a way that it doesn't encroach on the Chamber of Commerce. Michelle felt that it would be a win/win situation for the BIA and non BIA members. Shaune felt that this program could potentially help offset BIA levies. Further discussion and refinement took place as the Board felt instead of Associate, the program should be called "Friends" and once Tom puts together a package for this program that it needs to go to the Board for approval.

ACTION: Tom is to put a media package together for the review of the Board before it goes out to the community

MOTION TO ACCEPT THE "FRIENDS" OF THE BIA PROGRAM ON A TRIAL BASIS WHICH WILL BE REVIEWED IN JANUARY 2014 BY Shaune Lucas, and seconded by Ashley Arnold: CARRIED

MOTION TO RECEIVE ALL REPORTS and PAYMENT OF ACCOUNTS: BY Ashley Arnold and seconded by Michelle Edgar: CARRIED

8. New and old Businesses

Waterfront Restaurant is close to being opened. The Dairy Case has switched owners and Tom will send a card

ACTION: Tom to send the owners of the Dairy Case a welcoming card

B) Julia Dicks' Letter of Intent:

MOTION TO ACCEPT JULIA'S LETTER OF INTENT AND TO HAVE TOM MEET WITH JULIA TO ORIENTATE HER: Moved by Shaune Lucas and seconded by Doris Lucas: CARRIED

C) Save the Chill Zone

Brad read an email from the Chill Zone regarding the possibility of funding, and overall they felt that it was extremely vague and would like Tom to discuss this with Stafford Murphy.

ACTION: Tom will sit down with Stafford to discuss ways that the BIA can assist the Chill Zone.

New Business:

The Board discussed the introduction of a new policy for all non-directors.

ACTION: New policy will be implemented in which a pre-meeting will take place at 6:00pm and for all deputations and Committee Reports will now be timed to 5 minutes unless otherwise allowed by the Chair.

Another new business item was the Board's disappointment in not having a yearly events calendar be created because it is something that is looked forward to. Discussion then continued onto creating a Movie Night for August 31st, of 2013.

Adjournment at 8:37pm

MOTION FOR ADJOURNMENT: Moved by Ashley Arnold and seconded by Michelle Edgar CARRIED

Created by

Office Manager

Secretary