

Board of Directors
Meeting Minutes
August 21, 2013
Napanee Business Centre

Attendance: Ashley Arnold, (Acting Chair), Peter Veltheer, Michelle Edgar, Bill Pierson, Julia Dicks, Shaune Lucas, Tom Coke

Regrets: Doris Lucas, Brad Way

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

4A: Business Arising from Previous Meeting:

I) Community Living: Shaune asked for an update on Community Living's cleanup. Tom informed the Board that Community Living have been asked to pay attention to any gravel on sidewalks and are going to remove it while they are out in the Downtown.

II) Hogle Parking Lot: Shaune asked for an update on the parking lines. Tom informed the Board that after having conversations with Steve Roberts at the County, that they will not be doing anymore improvements to the Centre Street entrance way into the lot. The Board discussed its displeasure with the overall design of the entrance way and are worried that accidents may develop. Peter will discuss this with Dave Morgan at the Town

ACTION ITEM: Peter to discuss Hogle Parking lot with Dave Morgan and Infrastructure Services

III) BIA Golf Cart: Peter informed the Board that the BIA did receive \$900.00 for the sale of the Golf Cart.

5. Committee Reports: A) Beautification

Tom shared a report written by the Beautification Committee. The Board felt that a re-examination of Beautification was needed, and that over the course of the fall, the Board will meet to discuss the future structure of the Beautification Committee.

ACTION: The Board will discuss the organization and structure of the Beautification Committee at a future meeting

ACTION: The Board would like an updated account on Beautification expenditures, in addition would like to see copies of all invoices to be paid

B) Marketing and Communications

Michelle provided an update on the activities of the Marketing and Communications Committee. The Marketing team is setting up a meeting in September to begin brainstorming ideas for a 2014 Events Calendar. Michelle also stated that the Committee will revisit the Downtown Passport idea for the fall. Finally, Michelle is looking at Downtown signage, and is investigating different options.

Ashley felt that it is important that for signage that a consistent flow exists. The Board felt that the Special Events Calendar is a great idea, and Tom informed the Board that the Welcome Packages have been very well received and are continuing to prepare packages for the public.

ACTION: The Marketing and Communications Committee will spend the fall creating an Events Calendar for 2014

ACTION: Michelle will continue to work on Downtown Signage

c) Awards Committee

Tom informed the Board that the Awards Committee is making great headway with the event scheduled on October 24th. The Committee will meet again on August 29th. Bill Pierson loves the collaboration aspect of this event and felt that it is a great format.

6. Reports:

A) Chairperson's Report

Ashley commented that both Brad and he are happy to see that other stakeholders within the community are taking an interest in the affairs of Downtown Napanee

B) Council Report

Bill informed the Board that the BIA's meeting minutes in June 2013 was received by Council. Bill discussed Street Lighting and he asked the Board if the BIA can give council a letter of notice informing Council, the BIA Board of Directors would like Council to consider improving and upgrading Street Lighting in Downtown Napanee. Peter will discuss Street Lighting with Dave Morgan.

MOTION TO DRAFT A LETTER TO COUNCIL URGING CONSIDERATION TO IMPROVE AND ENHANCE STREETLIGHTING IN DOWNTOWN NAPANEE: Michelle: Seconded by Peter: Carried

ACTION ITEM: Draft a letter for the Board's review to council urging the Board's wishes to have council consider improving and upgrading the lighting in Downtown Napanee. This letter will be shared at the BIA's next Board meeting in September

C) Treasurer's Report

Peter went over the Payment of Accounts and gave an update of the BIA finances.

D) Chamber of Commerce Report

Canadian Solar presented the Chamber of Commerce with a cheque for \$11,000 as part of the Bridge/Corner Project

E) CAAC

Nothing to report

F) Communities in Bloom

The Board discussed the importance of Communities in Bloom and the relationship between BIA Beautification and Communities in Bloom. The Board stressed the importance of year round Beautification, and look forward to working closer together with Communities in Bloom

G) Office Manager Report

Tom provided a recap on the Taste of Napanee. Tom had a number of cancellations and no-shows for the event. He felt that focusing on the Food Trucks was a mistake, and for the 2014 edition of the Taste of Napanee, he felt that the focus should be on the number of restaurants and moving forward with the event, that will be the basis. Tom provided an update on the BIA's Facebook and Twitter feeds. Tom expressed to the Board that the BIA's Facebook Friends list and Twitter followers continually are growing. Shaune asked Tom whether or not he could provide the Board will an updated hit count on the website.

ACTION ITEM: Tom will report back to the Board Website traffic

The next topic of conversation within the Office Manager report was a Vacancy Report that Tom presented. This is merely a first step in developing a strong implementation package that can be provided to interested developers that want to create business in

Downtown Napanee. The Board felt that it was a great first step in creating this package, and see it as the basis for a Business Development Committee involving the Town of Greater Napanee, and County of Lennox and Addington.

ACTION ITEM: Tom will continue to work on Vacancy Report, and look to creating an implementation package focused on Business Development.

The next topic in Tom's report was regarding Accessibility Training. Tom met with Vicki Hallam who is the Manager of Health and Safety with the Town, and took the AODA Customer Service Training. Vicki urged the importance of this training for all BIA Board Members and Business Owners.

The final topic in Tom's report was regarding the Big Bright Light Show. The Big Bright Light Show Committee is looking to expand the Light Show. As of the report, the Block from Dundas Street between Centre and Robert is almost at 100%

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

7. New and old Business

A) 2012 Financials

The Board received the 2012 Financials. **MOTION TO RECEIVE 2012 FINANCIALS: Moved by Shaune Lucas, and seconded by Julia Dicks. CARRIED**

B) Gibbards Study

The Board received the study entitled "Town of Greater Napanee Residential Development Impact Assessment and Commercial Gap Analysis-Final Report" **MOTION TO RECEIVE THE REPORT: Shaune Lucas and seconded by Julia Dicks: CARRIED**

C) New and Old Businesses

Peter informed the Board that he is beginning to put together a draft 2014 budget. He wants to hear from all relative committees about their budget expectations for 2014.

ACTION: All Committees of the BIA report to Peter their budgetary wishes for 2014.

Michelle updated the Board on the Movie Night. She informed the Board of the opportunity that BIA businesses have to be apart of the advertising package that the Napanee Beaver is giving the BIA for the movie night. MyFM is the primary sponsor of

the Movie Night, and singer Steve Albertson will be performing before the evening begins from 6:00pm until 8:00pm. Tom will inquire whether or not CKWS TV will be available to do a news-story on the event. Shaune brought up the possibility of having portable washrooms for the event. Michelle and Ashley will investigate. Michelle discussed a possible advertising campaign with MyFm radio that would feature the BIA buying blocks of advertising for a reduced rate. For the remainder of the 2013 year, the BIA can purchase 80 advertisements for \$800.00. Michelle feels that this is a cost effective way to advertise because these 80 ads can be spread out over multiple events. Shaune stressed the importance of giving MyFm more press releases and going to them with news.

MOTION TO APPROVE THE PURCHASE OF 80 ADS FROM MyFM: Peter Veltheer, seconded by Julia Dicks: CARRIED

ACTION ITEM: Purchase 80 ads from MyFm 88.7

Shaune brought up Downtown parking and whether or not does Downtown Napanee have enough parking based upon square footage. The Board felt that with the amount of activity coming into Downtown Napanee, that additional parking might be looked at in the near future. The Board felt that the OBIA should be consulted on this manner. Tom will report back on his findings.

ACTION: Tom will contact the OBIA and inquire as to what other BIA's are doing to ensure that their parking needs are being met.

Ashley brought up ongoing issues with the Waterfront parking near the boat launch. The Board felt that moving forward, parking will be a major topic of conversation for 2014. Shaune asked for an update regarding an inventory list of illumination issues in Downtown Napanee. Tom informed the Board that with a previous motion from the Board that he will be presenting a report on this subject before the end of 2013

ACTION: Tom will investigate the motion to present a report on Downtown Illumination issues in Napanee

Tom presented a draft copy of the Strategic Plan. The Board will investigate the plan at a Special Meeting in the fall.

MOTION TO RECEIVE STRATEGIC PLAN: Michelle Edgar, and Seconded by Julia Dicks: CARRIED

Adjournment at 8:15pm: MOTION FOR ADJOURNMENT: Peter Veltheer, and seconded by Michelle Edgar: CARRIED

Created by

Office Manager

Secretary