

**Board Members Present: Beverley King, Rick Ruggle, Jane Fogal, Ted Flanagan, Cindy Robinson, Sandy Mackenzie, Jamie Watt, Randy Kerman**

**Regrets: Marilyn Willis, Bill Bonnett, Sonja Vago,**

**Absent:**

**Staff: Wendy Farrow-Reed,**

- a) Meeting Brought to Order – 9:02
- b) Declaration(s) of Conflict of Interest –none
- c) Acceptance of Agenda – JW, CR
- d) Approval of Previous Meeting Minutes – as amended – RR, BK

### **1. Election of BIA Chair: Description as per the BIA Constitution**

**Chairperson** shall have the general management and direction, subject to the authority of the Board, of the business and affairs of the GCBIA and be responsible for setting Board of Management Meeting Agendas.

**Accepted Nominations: Beverley King – Jamie Watt**

Nominator: Rick Ruggle Seconded by: Cindy Robinson

**Passed – Beverley King – 2017 Chair**

### **2. Financials**

- Budget vs. Actual as of June 31, 2017  
Motion to accept financials CR, Seconded TF
- Review of the MMC Profit – Loss – closing profit of \$957.37
- Sheena to be given a 150.00 Gift Certificate for a job well done  
Motion to give Sheena the Cert - JW, Seconded RK

### **3. A Word from the Chair**

- The vinyl warp presentation went very well and was nicely done – congratulations to Sandy

### **4. Board Evaluation Follow-Up**

Q2

Does the BIA Board activities currently meet current needs and exception of members and stakeholders (the town)?

Answered 8 Skipped 0

Yes 87.50% 7

Not Sure 12.5% 1

- No action required

### **5. Committee-Up Dates**

**Rock'n Roll Classics - Committee Report – Bill Bonnett – none given**

**Marketing / Website – Committee Report – Sonja/Marilyn and Beverley**

- Website now has the Car Show video and the Farmers' Market video on it
- BIA visits for photos begin the week of July 10

- June Facebook had the most ever engagements (1 boost was the Mains St flags)
- Twitter is holding the same numbers for June
- Instagram reaches increased (50%) in June

**Beautification & Maintenance - Committee Report – Sandy Mackenzie**

- Vinyl wrap was revealed and it and completes that sitting area
- Thanks to Jane for the kinds about Sandy and the BIA
- CTV featured the Main St for the Most Patriotic Town segment

**Farmers' Market – Market collective Pop – Up – Randy Kerman**

- Quick discussion on the Not for Profit policy

**Planning – Jane Fogal**

- Fred's Towing is being looked at for re-zoning
- Signage is being worked on with the Beautification Committee
- Getting information on a putting together an FRP for a new Marketing Plan
- CIP Plan – Doug Penrice is meeting with the Planning team July 13
- \$500,000.00 Heritage commitment from Silvercreek Construction is still under review – The BIA could put together a plan?

**6. Manager's Report – Monthly report attached**

**7. Correspondence**

- Full Social Media Report

**8. Events - Next Events**

- Rock'n Roll Car Show Friday Aug 25

**9. New Business**

**10. Motion to adjourn: JF, CR**

**11. Next Meeting Date(s):**

Board Meeting Sept 12 - 9:00 am BIA Office

**12. Meeting Adjournment:**

“Good News” story