

To Attend: Jamie Watt (Board Chair, Beverley King (Secretary), Cindy Robinson (Treasurer), Randy Kerman, Jane Fogal (Council Appointee), Suzanne Clarke, Ted Flanagan, Ron Quinlan,

Regrets/Absent: Derek Smith (Vice Board Chair), Randy Kerman, Maureen Turner

Staff Attending: Yaw Ennin (BIA Manager)

1. Declaration of Quorum and meeting called to order 9:05 AM by Beverley King, Meeting Chair
2. Approval of Agenda – approved as presented
3. Declaration of Conflict of Interest – none declared
4. Approval of Previous Meeting Minutes
Minutes from December 14, 2022 deferred to March 8, 2021 meeting
Motion to approve the meeting minutes of January 11, 2022
Moved by Cindy Robinson, Second by Suzanne Clarke. Motion passed.
5. Correspondence
 - a) None.
6. Financial Report
Discussion on status of audit.
Motion to accept the January 2022 financial statements as presented.
Moved by Cindy Robinson. Seconded by Ron Quinlin. Motion passed
7. Manager's Report – Yaw
Highlights from report include:
 - holiday decor down
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8. Business arising
 - a) Events survey results
Discussed survey results.
**Action: Yaw to solicit additional feedback considering sample size is small for survey.
Consider visiting businesses with paper surveys or handouts requesting input.**

Action: Yaw to develop report investigating other ideas for Masquerade on Main and Mill that provides better engagement for businesses beyond handing out candy.
 - b) Citizen of the Year Nomination
Reviewed nomination. Discussed additional recognition.
 - c) Job Descriptions
Reviewed job postings for:
 - Marketing and Communication Position
 - Posting is up, interviews for February

- Changes made to position will be highlighted in March meeting along with proposed salary for review and approval by Board.
- **ACTION: Yaw to track changes in job description so Board can easily see what elements of role are being removed.**
- **ACTION: Yaw to review salaries with OBIAA to determine appropriate range for position.**
- Farmers Market Coordinator
 - Posting developed
 - Matt agreed to return for 2022 season so position will not be posted.
- Summer Student – Marketing Assistant
 - Posting developed. Will post later in Feb once Marketing and Communications position filled.
- Summer Student – Special Events Coordinator
 - Posting developed. Will post later in Feb once Marketing and Communications position filled.

ACTION: Yaw to develop job description for the following positions:

- Maintenance Technician OR Street Maintenance Technician or Sidewalk Maintenance Technician or Groundskeeper or Caretaker
- Farmer’s Market Support Staff
- Volunteer – Farmer’s Market and Event Support

NOTE: All job descriptions will be reviewed at the March meeting for approval.

9. Council Update – Councillor Fogal
Update provided on current issues at Council.

10. Committee updates

- a) Strategic Planning Committee
 - Reviewed and revised goals.
 - March meeting Board will review updated plan for approval
- b) Marketing Committee
 - Discussed data from digital print and marketing in 2021. Committee pleased with results.
- c) Farmers Market Committee
 - Discuss vendor fees.
 - Committee recommended increasing rates based on review of other market rates.
 - Board requested more in-depth analysis to determine target rate increase desired based on comparable size markets, communities and vendors make-up.

ACTION: Yaw to provide data and analysis of Farmer Market fees for comparable size markets, communities, and vendors make-up with intention of determining optimal fee rate.

ACTION: Yaw to conduct cost benefit analysis of market, with salary, staffing and other expenses. Note: All data should be in the financials.

Motion to increase seasonal vendor fees for Main St from \$400 to \$450, and for Church St lot from \$300 to \$350

Moved by Jane. Seconded by Cindy. Approved.

11. New Business
a) NONE

12. Next Meeting:
March 8, 2022

13. Adjournment

Motion to adjourn: Ted moved. Cindy seconded.

<u>ACTIONABLE ITEMS</u>	<u>STATUS</u>	<u>Board Minutes Ref Date</u>
Manager to contact local service clubs (and organizations like Cadets, Guides, Scouts, etc.) to ask if they can help out at events (e.g. manning barricades during car show, etc.) in return for a donation/payment to their organization.	On hold due to COVID Will resume when large events resume	2021
Request Silvercreek Commercial to purchase and install brackets for the hanging baskets onto the McGibbon. Come to some sort of agreement e.g. if you purchase three, we will assist and purchase another 3. Also request brackets for the front of the BIA office for hanging baskets.	Pending - target May 2021	2021
Find grants to assist the BIA with Beautification projects including lighting in Downtown, Directional Signage, Retaining wall and sidewalk on Back Street.	In progress	2021
The BIA Manager to find out the budget that the Town will provide to assist the BIA's beautification projects.	Completed Aug 2022	2021
Yaw to collect all the unpaid invoices from Town's Public Works. E.g. snow clearing.	Completed Dec 2021	2021
Strategic Planning Committee to create a formal plan from the current Strategic Plan's working document for Board approval at the February meeting that can then be shared with members and the Town.	Completed Feb 2022	2021
Yaw to draft a document that outlines the procedures for how to elect for an Executive Board position including timeframe, variances for new term elections vs mid-term elections.	In progress	2021
BIA to investigate about pop-up parkettes and other ways to encourage people to come and stay in the Downtown. Find out how to use grants to cover costs such as closing streets on Friday and Saturday evenings for restaurants and other businesses, staffing the barricades, etc. The area around Knox Church may be a good spot for a pop-up parkette. Councillor Jane Fogal offered to assist. Ideas and research will be discussed in the next marketing committee meeting.	In progress	2021
The BIA to create marketing brochures, literature of the Downtown (great place to work and build a business). Scout for high level players.	Pending	2021
Find out what Amico is planning to do in terms of beautification of the McGibbon, particularly on the Mill Street side.	Pending	2021
Yaw to forward details of the Town's focus groups (CIP updating) to the board members so they may join and participate.	Pending	2021
Yaw to investigate how to make Halloween 2022 a bigger event with activations, entertainment and activities and have BIA members participate with in-store promotions etc.	Pending	2021
Yaw to set up a review with the Strategic Planning Committee of how the BIA is doing according to its existing Strategic Plan. Also, research and find out if we need to hire a contractor for our next Strategic Plan, how much it will cost the BIA, what to budget for the contractor for Budget 2023. Yaw to find out what other BIAs are doing for their Strategic Plans, how much did they spend on contractors and professionals, etc.	Pending	2021 Deadline August 2022 for 2023

		budget process)
Yaw to research what other Farmers Markets are charging their vendors and what they offer to their vendors. E.g. insurance. A Farmers Market Committee meeting will be called, and Yaw will present his research and data. Decisions will be made where the additional funding will go. E.g. marketing of the Farmers Market.	Completed Feb 2022	2021
Strategic Planning Committee to go through the Main Street Re-imagined handbook methodically and go onto the street to see the experiences through the visitor's eyes.	Pending	2021
Strategic Planning Committee to review and update the Strategic Planning documents in January 2022. They are to be reformatted before the January meeting. After review and update, the documents need to be submitted to the Town.	In progress Approval planned for March 2023	2021 Feb 2022
Create a Strategic Plan folder to consolidate and fill with resources that committee members can access and review.	Completed Jan 2022	2021
Gather feedback from BIA members during and after Holiday Market. Did it help having the event drawn out over 4 dates or is it better having one main event? Estimate crowd attendance for each date. Survey how the event impacts the businesses within the BIA. What are the gains and losses? The test is road closure vs. no road closure. Find out the impacts on the day and after the Holiday Market dates, if businesses are seeing more traffic and sales.	In progress Feb 2022 initial survey results	2021 Feb 2022
A marketing report will be presented to the board in the January board meeting.	Pending.	2021
Reach out to other BIAs and OBIAA and find out how others accomplished their MoUs with their municipalities. What were their processes, documents, expectations, and flexibilities?	Pending	Nov 2021
SURVEY: Find out the impact the Holiday Market had on the businesses in the Downtown. Survey the BIA members. Survey the vendors. Did they like the four dates? What were the strengths and weaknesses? Find out the vendor perspective. Do they like coming every week? Were they warm enough?	Pending	Dec 2021
Create parameters for inclement weather for events. When is an event cancelled? When can't you put up a tent? Staff have permission to end or cancel and event when conditions are deemed no longer safe to operate.	Pending	Dec 2021
Yaw will pull together all the details of the lighting project from beginning to end and create a summary document for the Board members and Town staff. Suzanne will help gather information.	Pending.	Dec 2021
Yaw to request engineering and design drawings from Town and to inform Board when received.	Completed Jan 2021	Dec 2021
Yaw to consult with OBIAA and report back on the OBIAA and other BIAs' protocols for in-person meetings. (Masks, physical distancing, etc.) Seek out Valerie at the Town to find out the Town's own protocols. Yaw, continue to look at other options for hybrid meetings.	Pending	Dec 2021

In order to run a hybrid meeting, a large microphone and a suitable camera is needed to sufficiently broadcast to those who attend virtually. BIA to purchase.	Pending	Dec 2021
Yaw to develop job description and job posting for all casual employees and bring back to Board for input and approval prior to posting. NOE: Job descriptions and job postings to be sent to the board next week (week of January 17 th). NOTE: Initial drafts developed with more expected in March 2022	Completed Jan – Feb 2022	Dec 2021
Follow- up on the infrastructure issues with GFIs to ensure it is resolved before outlets are needed again. NOTE: BIA needs to investigate infrastructure maintenance since the GFIs became an issue because they do not have guards on the top ones. The Town is concerned as well.	Pending	Dec 2021
SURVEY: Yaw to gather feedback from BIA members and market vendors and present to the board. Surveys, email replies, committee feedback. NOTE: Survey developed. More feedback needed. Yaw to solicit additional feedback considering sample size is small for survey. Consider visiting businesses with paper surveys or handouts requesting input.	In Progress	Jan 2021 Feb 2022
To put all the Town's lighting project details into the next board meeting's agenda under Business Arising.	Outstanding	Jan 2021
Consider how to recruit new board members, in preparation for AGM election in October. (A month of intake, recruitment, and candidates.)	Pending	Jan 2021
Farmers Market Committee to provide feedback on the Farmers Market including fee schedule, holiday market, etc. including recommendation to Board on appropriate fee increase for 2022.	Completed Feb 2022	Jan 2021
Yaw to create a thorough report which includes BIA members' feedback and recommendations for Holiday Market. Marketing Committee to review.	Pending	Jan 2021
Yaw to Include on the BIA calendar the dates when we release applications for Farmers Market and Holiday Market.	Completed March 2022	Jan 2021
Post on the websites when we will be releasing the vendor application forms for Farmers Market and Holiday Market.	Completed Feb 2022	Jan 2021
Put together a proposal of how all the events will run. Each event must be addressed, and the board would like to review the proposals.	Pending	Jan 2021
List the car show in trade magazines now. Consult Jamie for appropriate publications.	Pending	Jan 2021
Add AGM to events calendar: October 11, 2022, is the date to remind the BIA members of the upcoming AGM and to set them a copy of the board-approved budget.	Completed Feb 2022	Jan 2021
Yaw to develop report investigating other ideas for Masquerade on Main and Mill that provides better engagement for businesses beyond handing out candy.	Pending	Feb 2022
Yaw to review salaries with OBIAA to determine appropriate range for position.	Pending	Feb 2022
Farmer's Market:	Completed Feb 2022	Feb 2022



**Downtown Georgetown BIA
Board of Directors Minutes – February 8, 2022 – 9:00 AM**

Yaw to conduct cost benefit analysis of market, with salary, staffing and other expenses. Note: All data should be in the financials.		
Farmer's Market Yaw to provide data and analysis of Farmer Market fees for comparable size markets, communities, and vendors make-up with intention of determining optimal fee rate. To impact 2023 Farmer's Market fees	Pending	Feb 2022