

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

Regrets: Jamie Watt (Vice Board Chair)

Staff Attending: Nikki Jackson (BIA Manager)

Guests: None

1. Declaration of Quorum and meeting called to order 9:04 AM by Derek Smith, Chair
2. Approval of Agenda - approved as presented
3. Declaration of Conflict of Interest – none declared
4. Approval of Previous Meeting Minutes
 - a) March 8, 2022
 - b) March 15, 2022 Executive Meeting
 - c) March 17, 2022 Executive Meeting
 - d) March 22, 2022 Executive Meeting

Motion to approve the Executive minutes of March 15, 17, 22, 2022.

Moved by Beverley King, Seconded by Cindy Robinson. Motion passed.

Motion to approve the Board meeting minutes of March 8 2022.

Moved by Beverley King, Seconded by Suzanne Clarke. Motion passed.

5. Correspondence
 - a) None.
6. Financial Report – Cindy
 - Discussion of financials. Note that cleaning of stones will be included in Beautification.

Motion to accept March 2022 financial statements as presented.

Moved by Randy Kerman, Seconded by Randy Kerman. Motion passed.

7. Manager's Report – Yaw/Nikki
Highlights include:
 - Busy with lots of emails into Farmer's Market, Manager, Info and Marketing
 - Meeting with Economic Development late this week
 - Farmer's Market vendor applications timely
 - OBIAA Conference April 24-27
8. Business arising
 - a)

9. Council Update

Councillor Fogal provided update on the current issues at Council including recent public meeting on the development on Dayfoot Drive which will provide additional foot traffic Downtown, Town growth noting no further expansion past 2041, and an update on the Stop Sprawl moment with goal to preserve prime agricultural land.

10. Committee updates

a) Marketing and Events Committee

- Nikki and Suzanne met with IFP/Metroland to renew contract
- Print campaign before Farmer's Market

b) Farmers Market

- Applications arriving. Deadline is April 29.
- Yaw had approved some vendors but hadn't send confirmation emails to vendors.
- Discussed market vendor spacing
 - Reverted to 2019 map since no spacing restrictions.
 - Discussed impact of patio on market. Determined no adjustments are needed to market layout.
 - Staff will review mapping of vendor spots to confirm the actual number spots for accuracy.
- Discussed the vendor application approval process.
 - Vendors are selected with priority given to returning farm vendors
 - All vendors must meet Farmer's Market Ontario guidelines e.g. % of farmers, hand/locally made crafts, etc.
 - Discussed BIA members wanting seasonal spots.
 - Confirmed that priority should be given first to returning vendors that meet the FMO guidelines.
 - Confirmed that all vendor applications must fit with the market mandate and meet the criteria for a booth.
 - Discussed that priority to businesses wanting seasonal spots should be first given to those on side streets, then east side of Main St., and then on west side of street.
 - Confirmed that BIA members wanting spots close to their store cannot be guaranteed. When seasonal vendor spots open up (likely in next season), then BIA members would be moved closer to their storefront, when possible.
 - Confirmed that don't necessarily want two groups of people selling the same items, although it doesn't preclude that from happening. If demand doesn't warrant two similar products, then preference will be given to BIA member, when appropriate.
 - Reviewed process that new seasonal vendors are typically put into the parking lot until another seasonal spot on Main St is available. Note that BIA business may end up in parking lot if all returning seasonal vendor spots are full.
- Discussed options for business to participate in market
 - Businesses encouraged to make use of sidewalks in front of their businesses as done by Casa Lena, Inspirit, etc.
 - Intention of using sidewalk is to sell or promote the product or service of the business itself, and not third party.
 - Potentially consider asking businesses typically closed for day to allow those businesses not on Main St and who don't qualify as a market vendor to use those storefront sidewalks.

- One daily BIA spot that businesses can use twice per season.
- Ron Quinlin will be Board rep on Farmer's Market Committee

c) Beautification Committee

- Meeting is being planned
- Quotes arrived from Flower Shed
- Following up with Town for cleaning stone signs, then staff will coordinate timing with painting, Wendy Farrow-Reid also volunteered to assist with painting.
- Jamie Watt is Board rep on Beautification Committee.

d) Strategic Planning Committee

- Jane Fogal confirmed that Strategic Plan is approved and with Nikki to assign timelines
- Nikki to contact Damian to review next steps for lighting at Mill St to determine how to best coordinate with AMICO who currently working there. Ted and Jane will provide support.

11. New Business

a) Events Coordinator

- Currently working on develop job description for new position with different

12. Next Meeting:

May 10, 2022

13. Adjournment

Motion to Adjourn.

Moved by Ted Flanagan. Seconded by Cindy Robinson. Motion passed.