

## Wingham BIA Board Meeting – March 22, 2018

**Attendees:** Doug Kuyvenhoven, Dave Tiffin, Dave Peers, Yolanda Ritesma-Teeninga, Sandy Walker, Lisa Hearnden, Jason Schiestel, Sandy Woodcock, Jim Snyder,

**Call to Order:** 6:40 p.m.

**Agenda** Moved by Lisa 2<sup>nd</sup> Dave P. to approve the agenda.

### **Previous Board Minutes:**

- Moved by Jason, 2<sup>nd</sup> S. Woodcock to approve the minutes as is.

### **AGM Minutes:**

- Moved by Jim , 2<sup>nd</sup> by S. Walker to approve the AGM minutes as written.

### **Conflict of Interest:**

- Doug K. declared conflict of interest on website discussion.

### **Board Executive:**

- Doug Kuyvenhoven nominated and accepted as Chairperson for the next year.
- Sandy Woodcock nominated and accepted as Secretary for the next year.
- Jason Schiestel nominated and accepted as Treasurer for the next year.
- Lisa Hearnden nominated and accepted as Vice-Chairperson for the next year.

### **Finance:**

- Moved by Jim, 2<sup>nd</sup> by S. Walker to accept the Treasurer's report.
- Letters to Associate Members have gone out.
- Board signing authority was discussed and will continue with Dave T. and Lisa H. with signing authority along with Jason as Treasurer.

### **Committee Updates:**

#### **Retail:**

- Sandy Walker agree to stay as head of the Retail Committee.
- Planning April 3 meeting with retailers to brainstorm ideas for coming year.

#### **Curb Appeal:**

- Doug Kuyvenhoven still co-ordinates. Doesn't have problem getting volunteers.

#### **Communications:**

- Dave Tiffin will be the media co-ordinator for website updates and BIA emails.

#### **Events Committees/Liasons:**

- Sandy Woodcock will be the the Musical Muskrat Festival liaison
- Lisa Hearnden will do the Festival of Lanterns, hopefully with Mark McDougall
- Tharen Riley and Stacey Boyd will continue to plan the Christmas Lighting at Cruikshank Park.
- Yolanda is the Council rep to the Alice Munro Festival and will report back to the BIA.
- Jim Snyder will liaison with the Farmers Market. Planned start date is June 6.
- Dave Peers is continuing with the Governance Task Force in absence of Connie Goodall.
- Dave Peers and Yolanda Ritesma-Teeninga will look after BIA Awards for AGM
- Dave Wallace will continue as the advertising co-ordinator.

#### **Strategic Plan:**

- Reviewed our BIA Vision & Mission Statements.
- Discussed Goals and Objectives.
  - Suggested Goals were developing a brand for Wingham, encouraging entrepreneurship, increasing community involvement, have the best looking main street in Huron County, become a destination location (day trips)
  - Suggested Objectives were tabled to a later meeting.

**Other Business:**

- Motion to continue using the Hot Stove Lounge for General meetings. Moved by Dave Peers, 2<sup>nd</sup> by Sandy Walker. Passed.
- 13 Ways to Kill Your Community discussions will continue once a month at general meetings.
- Motion to have the BIA website redeveloped.
  - Moved by Dave Peers and 2<sup>nd</sup> by Sandy Walker to have Rachel Van Huizen redevelop the site. Passed.
- Music promotions – Discussed working with the Beard family for musical events as a possible sub-committee of the BIA. No decisions at this time.
- Street banners – design approval postponed to next Board meeting.
- Yolanda provided clarification on a Council decision regarding insurance for the Lions Santa Claus parade.
- No one will be attending the OBIAA conference this year due to time conflicts.

**Adjourned:** 8:28 p.m.