

## Wingham BIA - Board of Management Meeting

Date/Time/Location: Thursday November 5, 2020 , 8:00am at Wingham Town Hall Theatre

### Board Members Present:

Ryan Fergusson - The Co-Operators  
Jason Schiestel - Petropolis  
Dave Tiffin - Freedom 55 Financial  
Doug Kuyvenhoven- Wingham Super Storage  
Trevor Seip - North Huron Council Representative  
Lisa Hearnden - Foxton Fuels  
Annette Monsma - Annette's Treasures Galore

### Board Members Absent:

Jim Snyder - Snyder Concepts  
Jordan Hodgins - Hogins Rona

#### **1. Call to Order**

Chair Doug Kuyvenhoven called the meeting to order at 8:02am

#### **2. Welcome**

Doug Kuyvenhoven welcomed all participants.

#### **3. Public Input - (Opportunity for guests to speak up to 2 minutes on any agenda item)**

None received.

#### **4. Approval of Agenda**

Moved by: Dave

Seconded by: Ryan

THAT the agenda be approved as presented:

For (7) J.Schiestel, R.Fergusson, D.Tiffin, D.Kuyvenhoven, T.Seip, L, Hearnden,  
A.Monsma

**Carried (7-0)**

#### **5. Approval of Previous Minutes - Oct.1,2020**

Moved by: Jason

Seconded by: Trevor

That the Wingham BIA Board hereby adopts the minutes of the Oct 1,2020

Wingham Board Meeting : as presented.

For (7) J.Schiestel, R.Fergusson, D.Tiffin, D.Kuyvenhoven, T.Seip, L, Hearnden,  
A.Monsma

**Carried (7-0)**

#### **6. Declaration of Conflicts of Interest**

a. None noted.

#### **7. Financials**

##### **a. Financial Statements- Jason Schiestel**

Board Member J.Schiestel reviewed the financial statements of the  
Wingham BIA

##### **b. J.Schiestel read the cheques written since the last board meeting.**

Moved by: Trevor

Seconded: Ryan

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THAT the Wingham BIA Board hereby approves the cheques written since Oct1.2020 Board Meeting.

For (7) J.Schiestel, R.Fergusson, D.Tiffin, D.Kuyvenhoven, T.Seip, L, Hearnden, A.Monsma

**Carried (7-0)**

- c. A/R reviewed - Doug will go around in December and give out reminders
- d. BIA Community Cash - Now open for purchase at Libro,  
Limit per business \$4,000 , Individual \$600

Motion limit by: Lisa

Seconded by: Trevor

THAT the sale of BIA Community Cash be limited to \$4000 per business and \$600 per individual.

For (7) J.Schiestel, R.Fergusson, D.Tiffin, D.Kuyvenhoven, T.Seip, L, Hearnden, A.Monsma

**Carried (7-0)**

- 8. COVID Crisis- No concerns or issues to report. Naturally Bongins has more COVID door signs for any businesses who need them.
- 9. BIA Committees & Liaisons
  - a. Retail Committee
    - i. Festival of Lanterns event and promotion went well.
    - ii. Spend your Shift program- Alicia reported - made calls Jennette would like to have a meeting in the New Year.
    - iii. Huron County Wish Book Promotion- Alicia will do the leg work. Doug will put out an email by mailchimp. Due Nov 9th
    - iv. Christmas Promotion - Christmas Open House Nov.19th , Lorraine, Margret and Jill looking after it.
  - b. Radio Ads - No BIA radio advertising as there are no events to promote
  - c. Curb Appeal - Winter Greenery - Lisa asked for an increase \$1000 to make Christmas Gnomes this year.  
Motioned by Dave  
Seconded by Ryan  
THAT the \$1000 be reallocated in the budget to cover the cost of Christmas Gnomes for the flower baskets.  
For (7) J.Schiestel, R.Fergusson, D.Tiffin, D.Kuyvenhoven, T.Seip, L, Hearnden, A.Monsma

**Carried (7-0)**

- d. Communications - Dave to update photos of new stores, continue to update Website. Dave also talked about the Digital Main Street.
- e. Economic Development - Dave
  - i. Denise Lockie (Rec Dept) gave a presentation of NH Promotional Plan. Encourage Shop Local campaign , spend money where your heart is. She has ordered a large heart sign totake around to different stores and take pictures to post on social media.

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- ii. CIP Grant - next deadline for applications is Nov 11th. Dave will send out a Mailchimp.
- f. Branding Wingham for Music - No update
- g. NH Museum Committee - will be meeting today
- h. Wingham Community Connectors - next Tues.meeting. Umbrella project.
- i. Remembrance Day - Wed Nov. 11 - no gathering
- j. Christmas Lighting of the Park - Fri. Nov 13 - no gathering
- k. Christmas Parade by the Wingham Lions has been cancelled.

**10. New Businesses**

- a. Pizza Hut now open in half of old Coffee Culture location
- b. Anchor Pub renovations continuing
- c. Ideal Supply new building nearing completion
- d. New Building Space at new Esso on Amberly Road
- e. New Building under construction beside Brophy Tire

**11. Other Business**

- a. LED Sign at Tim Hortons Corner - Doug to send out RFQs (Request for quote) for delivery and installation spring/summer 2021.
- b. Music on Main Street - Start date? Dec 1 to Christmas. Question raised about music licensing. Blyth BIA has done something with CBC Radio. Doug to communicate with Blyth BIA on music licensing.
- c. Main Street Snowflake lights - are to be up by Nov.13
- d. Huron Country Road - Culvert replacement North of town now complete

**12. Next BIA General & Board Meeting - Thurs Dec. 3 at 8am**

**13. Motion to Adjourn**

Moved by: Dave

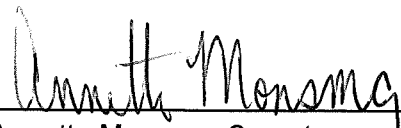
Seconded by:Ryan

THAT there being no further business before the Wingham BIA Board , the Meeting be hereby adjourned at 8:59am

For (7) J.Schiestel, R.Fergusson, D.Tiffin, D.Kuyvenhoven, T.Seip,  
L,Hearnden, A.Monsma

**Carried (7-0)**

  
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Doug Kuyvenhoven, Chair

  
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Annette Monsma, Secretary