

## Wingham BIA Board Meeting – April 26, 2018

Present: Doug Kuyvenhoven, Sandy Walker, Yolanda Rittesma-Teeninga, Dave Peers, Jason Schiestel, Dave Tiffin, Jim Snyder

Regrets: Sandy Woodcock, Lisa Hearnden

Call to Order: 6:34 p.m.

Approval of Agenda: Moved by D. Peers, 2<sup>nd</sup> by Jason to approve.

Previous Board Meeting Minutes:

- Moved by S. Walker, 2<sup>nd</sup> by D. Peers to accept the minutes as read. No business arising from minutes.

Finance:

- Treasurer reported on the finances. Moved by J. Snyder, 2<sup>nd</sup> by S. Walker to approved required cheques to be written.
- Reviewed outstanding accounts receivables from past promotions.
- Concerns over a small number of late or non-payments. These will be addressed.

BIA Committees:

Retail:

- 5 promotions planned for the year. Some changes to Christmas promotion. Coupon book to be available for Nov/Dec.

Curb Appeal:

- Flowers for Josephine St are ordered and new flags are on hand
- Doug continues to work with Red Apple regarding fencing south of their building
- Wayfinding signs project moving forward. Expected to be installed by end of May.

Communications:

- Website redesign has not started yet.
- BIA Facebook page updated on a regular basis with business and community events.

Events:

- Alice Munro festival plans are coming together. Part to be held in Bayfield.
- Musical Muskrat Festival committee established and is work in process.

Farmers Market:

- Vendors meeting scheduled for May 2. Reviewing numbers and timing.
- Starting June 6 for 17 weeks

Governance:

- No update at this time.

Strategic Plan Goals:

- Discussed branding Wingham as the Music Capital of Huron County.
- Also discussed making Wingham a destination location with items such as the Alice Munro Festival, RC Jets event and musical events, perhaps bringing back the country singing contest.
- These ideas will be brought to a General meeting for further discussion.

Other Business:

- The “Two List” exercise from Thirteen Ways to Kill Your Community will be done at May 17 meeting.
- Three associate memberships have been received to date.
- Dave Peers working on cross street banner updates.
- Yolanda reported that Recreation Director Pat Newson has resigned to take a new role in Elora.
- Dave T. contacted Lions regarding Santa Claus parade insurance and recommended one or more of their members attend a Board meeting to discuss.

Adjourned at 8:08 p.m.

Next Board Meeting – Thursday, May 24, 6:30 p.m. – Location TBD