

## Wingham BIA General Meeting

Oct. 18, 2018

**Present:** See sign in list below

### **13 Ways to Kill Your Community:**

- Reviewed chapter “Shop Elsewhere”.
  - Don’t be jealous of successful businesses in your community.
  - Because they’re successful, they’re bringing customers into the community which will benefit other local businesses.
  - Spending within your community has a 7 times effect on every dollar. (that dollar is respent 7 times in your town)

### **Previous Minutes:**

- Minutes of Oct. 4 General meeting were read. Moved by S. Walker, 2<sup>nd</sup> by D. Wallace to accept.
  - Items from meeting:
    - The coupon looks like it will be moving ahead after an email from Sandy Woodcock.
    - The Economic Development Committee has passed along the suggestion of increasing the core business area for the CIP.
    - Sherri Giffen has agreed to be BIA rep on the “In It To Win It” project.

### **Community Improvement Plan:**

- Economic Development agreed to expand the core business area from North St to Amberley Rd.
- The Ec Dev committee also made a motion for SLED funds to be applied for to assist with transition of Museum from old post office to train station.

### **Retail Committee:**

- Christmas open house Wednesday, Nov. 14, 5-9 p.m. Organized by Debbie and Francis of Sweets & Treats. Email to go to membership before Oct 22.
- 8 businesses set to participate in the Festival of Lanterns Halloween event.

### **Advertising:**

- Radio ads are promoting fashion show Oct. 23, and Festival of Lanterns, Oct. 26.
- Next week they will focus on Festival of Lanterns and Beatles tribute at the Town Hall Theatre.
- Following that the ads will promote attending Remembrance Day and the Christmas lighting at Cruikshank Park.
- Four new speakers should be in place Oct. 19.

### **Other Business:**

- No further update on LED sign proposal.

**Adjourned: 7:41 p.m.**

BIA Board meeting – Oct. 26, 6:30 p.m. – Hot Stove Lounge

BIA General meeting – Nov. 1, 8:00 a.m. – Hot Stove Lounge

**Attendees:**

Dave Tiffin

Sandy Walker

Annette Monsma

Jordan Hodgins

Doug Kuyvenhoven

Dave Wallace

Freedom 55 Financial

The Gift Chest

Annette's Treasures Galore

Hodgins Rona

Wingham Super Storage

Ernie King Music