

Wingham BIA – Board of Management Meeting
Thursday, April 21, 6:30pm – Hot Stove Lounge

Board Members Present: Dave Tiffin, Jim Snyder, Ashley Vander Velden, Annette Monsma, Doug Kuyvenhoven, Trevor Seip, Carolyn Young,

Absent: Aly Sieber-Peyton

Others Present: Paul Heffer.

1. Welcome – Called to order @ 6:33pm
2. Public Input: None Noted
3. Approval of Agenda: Moved by: Jim S. 2nd By: Trevor S. – Carried
4. Declaration of Conflicts of Interest: None Noted
5. Approval of Previous Minutes: (March 2022) Jim S. 2nd by: Trevor S. – Carried
6. Delegations: None Noted:
7. Financials: Treasurer
 1. Financial statements: Doug K.
 2. Cheques written: moved by Doug K 2nd by Annette M. - Carried
 3. A/R review: Doug K went over financial statements and the A/R.
8. Chair Update: Dave T
 1. Dave T indicated he will be visiting some of the new businesses. (Cannabis Xpress, Riverview Local Eatery and Mortgage Intelligence).
 2. Vice Chair was not put in place at last meeting. Annette M. volunteered to step into this role.
9. Council Update: Trevor S.
 1. Roof Tender out for Community Complex Roof
 2. Veolia completed their water and wastewater review.
 3. Council in talks with Morris Turnberry in regard to a joint project around new radio communications
 4. Columbus Centre – Council met with and agreed to waive some of the costs around the centre in relation to COVID

5. 5 year plan amendment – there is a review in zoning underway to allow for future growth.
6. Royal Oaks Building – Lease agreement under review to make it a possible permanent home for council chambers. Timing around this will likely be fall or later.
7. Land around airport is currently out for tender. Closed May 26.

10. BIA Committees & Liaisons:

1. **Retail Committee: Ashley V.** –

- i. April Showers Promo (April 27th to 30th). Advertised on LED Sign. Along with Radio ads, Door posters and bag stuffers
- ii. August Sidewalk Sale (August 6th) – Event is being revisited as there is some difficulty in booking food trucks for that date. Ashley obtained input from retailers and they thought the August date would be better instead of previous July date. More to come on this.
- iii. Ashley requested some assistance in organizing input for LED sign.
- iv. Blackburn radio Ad Promo – discussed a 13 week advertising promo. Cost of \$280/wk for 13 weeks. Generic Ads on radio and website. BIA decided to hold off on this for now. Given recent installment of new LED sign, waiting to see the impact of this.

2. Curb Appeal – Doug K.

- i. May 4th – Waste Free Wednesday – Garbage clean up on streets by volunteers. Group of volunteers meeting at 8:30 Am at old train station. BIA paying for garbage bags. Volunteers going throughout Wingham to clean up trash on streets.
- ii. Flower Baskets – to be installed After May long weekend

3. Communications – Dave T.

- i. Articles on LED Do's and Don'ts located on BIA website.
- ii. Chamber is starting up the Business After 5's again.
- iii. Blyth citizen ran an articles on international cuisine locally. Featured Thiaville Restaurant.

4. Economic Development -Dave T.

- i. Cycling Presentation around G2G – noting route has had a 500% increase in utilization. There is also a master plan underway to link trails connecting to it.
- ii. Business Retention and Expansion Project – North Huron was the highest percentages of responses. Main concerns noted were around work force issues and succession. Respondents noted they are looking for more quality of life with jobs / self employment to follow once settled.
- iii. High Speed Internet – Noted that there will be a small pocket located in ACW that will be without due to location

- iv. Dave reviewed multiple grant opportunities. To be discussed further with Denise Lockie.
- v. Approx. 20,000 rapid antigen tests are available for businesses. Business can request.

5. Community Connectors – Dave/Trevor:

- i. Some Welcome Packages have been delivered to local Realtors for distribution to new residents. Good feedback so far.
- ii. Volunteer Fair – Planning underway and partnering with United Way – Perth/Huron. More to come.

11: Project Updates:

1. LED Sign – Doug K

- i. LED sign is up and installed. Ashley working on building spreadsheet/schedule. Plan is for Ashley to do up the designs, obtain appropriate approval and put the advertisement into an ongoing rotation. (I.e. Picture/Logo/ Name of business).
- ii. Landscaping still to be done around sign. Probably tall grasses etc. to beautify the base.

2. Tourism Map – Doug K.

- i. Hopefully will be completed prior to tourist season. Design and planning well under way.

3. Banners – Doug. K.

- i. Banners being designed by 2nd Floor Image Works.
- ii. Goal is to brand Wingham for its music history
- iii. BIA came to agreement on sample designs to leave words off as they made the signs to busy and to difficult to read. Musical instruments and a simple design are more appealing.
- iv. 25 signs will be made and hung.

Motion to proceed for Doug K and Ashley V. to proceed with design and purchase of banners: Dave T. 2nd by Jim S. – Carried.

12: Other Business /new Business:

- 1. Dave advised there is a couple noted interest in opening a healthy alternative pet store (Purely Pets)
- 2. Riverview Local Eatery is now open
- 3. Dave T requested consideration in the future for installing more bike racks around town.
- 4. Doug K – noted the Town Hall Theatre has volunteers lined up to get theatre ready. Tharon Riley has volunteered to be the usher coordinator.

5. Museum – Lease has been signed with town on the train station. BCA (business condition assessment) and AODA are being reviewed.

13. Next BIA Board Meeting – Thursday, May 19th @ 6:30 pm – Hot Stove Lounge.

Motion to adjourn at 7:55pm. Moved by Dave T., 2nd by Doug K – Carried.

Chair: Dave Tiffin

Secretary: Carolyn Young