

Wingham BIA – Board of Management Meeting
Thursday, June 16th, 6:30pm – Hot Stove Lounge

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

Absent: Aly Sieber-Peyton, Jim Snyder

Others Present: Paul Heffer

1. Welcome – Called to order @ 6:30pm
2. Public Input: None Noted
3. Approval of Agenda: Moved by: Dave T. 2nd By: Doug K. – Carried
4. Declaration of Conflicts of Interest: None Noted
5. Approval of Previous Minutes:
 - a. Dave T. sent Thank You letter to Tharon Riley
 - b. (May 19th) Moved by: Doug K. 2nd by: Carolyn Y. – Carried
6. Delegations: None Noted
7. Financials: Treasurer
 - a) Financial statements: Doug K.
 - b) Cheques written: moved by Doug K 2nd by Annette M. - Carried
 - c) A/R review: Doug K went over financial statements and the A/R.
8. Chair Update: Dave T
 - a) Digital Main Street 4.0 has been approved. There are \$2500 grants available for brick-and-mortar businesses to improve their use of digital technology and online presence.
 - b) There will be Outdoor Brochure holders available shortly – Dave T to obtain more information on these.
 - c) Dave T. to check on New open /Closed signs for businesses. It was suggested through the Roger Brooks Presentation that the signs say Open/Come Again. Dave T. to follow up on this.
 - d) Dave is looking for cost on fire insurance for Fireworks. Dave to follow up with McDonagh Insurance.
 - e) Board Seats
 - i. **Motion to declare Aly Sieber-Peyton’s BIA board seat Vacant due to absenteeism: Moved by Dave T.; 2nd by Doug K – Carried.**

- f) BIA Complaint Received around Brammy's Food Truck
 - i. Complaint was discussed among BIA Board Members. Consensus was made that Dave T. to send response and that the Board was good with the response that Dave drew up.

9. Council Update: Paul H:

- a. Royal Oaks has been passed and will now go to RFPs for Council Chambers to move.
- b. Sanitary Line to be redone from John St to Victoria to accommodate community growth.
- c. There has been an accepted Tender on the acreage around the airport land. More info to come as it becomes available.
- d. Blade signs – no update on this at this point.

10. BIA Committees & Liaisons:

a. Retail Committee: Ashley V. –

- i. August Sidewalk Sale:
- ii. Sidewalk Sale Permits entails multi vendor permit – there is now a new Special Event Form with an Indemnity Clause. Dave T. to review to determine who can sign.
- iii. Sidewalk Sale event will also have a face painter volunteer from F.E. Madill and a Busker has been confirmed. Day and Time to be confirmed.
- iv. Castings Public House will also be holding live music on 2 nights with a dunk tank and hotdog eating contest on the same weekend as the sidewalk sale.
- v. BIA will have a table for Raffle tickets. Tickets are \$5 each with grand prize being a \$250 gift card package to local businesses. Proceeds to go to the Wingham Hospital Foundation.
- vi. Advertising for the event will be similar to April Showers event. Radio advertising funds can assist with this.
- vii. Ashley indicated that there is a need for volunteers – carolyn suggested reaching out to Libro – they may be able to assist.
- viii. Video Topic
- ix. Coupon Book to promote businesses. It was discussed as a group that this requires a lot of legwork. Ashley to reach out to Sandy Woodcock about the idea.
- x. Mascots
- xi. Ashley was wondering about obtaining a mascot for the BIA to have for events. Discussed as a group that perhaps mascots from local businesses could be enlisted to participate by handing out coupons or treats etc. Specifically, for the August Sidewalk Sale.

- xii. Cruise Night – Ashley going to look into this and reach out to local business (Frosty Queen) to see if this is feasible for this year or maybe next to coincide with the sidewalk sale weekend.

b. Curb Appeal – Doug K.

- i. Tharon Riley put the Canadian Flags in the baskets.
- ii. Weed Whacking was done by Paul H and Chris P. They will try and keep on top of it.

c. Communications – Dave T.

- i. Community Improvement Fund has received no intakes so far. Businesses can apply for 50% assistance up to \$10,000 to improve façade. Dave will send out information via website and on BIA Facebook page.

d. Economic Development -Dave T.

- i. Hutton Heights project has been delayed.
- ii. Demetri Makrokos (Ec. Dev.) presented a 2-year plan.
- iii. Alecia Deitner has resigned from the Ec. Dev.

e. Community Connectors – Dave/Trevor:

- i. Work continues the Volunteer Fair. There will be a maximum of 30 tables with approx. 8 to 10 now confirmed.

f. Motion for the BIA to purchase a table for \$20 and be present at the Volunteer Fair: Moved by Dave T, 2nd: Carolyn Y – Carried

- i. Community Connectors Facebook page with continue to advertise Not for Profit events within the community. Any for Profit events should be advertised on the “Love where you live, Shop Wingham” Facebook page.
- ii. BIA Sign – Doug K. & Ashley V.
- iii. Knights of Columbus has requested to add Chase the Ace to the sign. Roundtable discussion and board agreed, this is not for profit as funds are returned into the community. Ok to proceed to place this on sign.
- iv. Fireworks information to be placed on sign.
- v. There was a comment brought forward about people seeing the sign and then calling the town hall for more information on what is on the sign. Ashley and Doug to look at placing info on the sign directing people to the BIA website and a carousel on the website with more information on what is on the sign.
- vi. Theatre Update:
- vii. Promotor has been contacted in regards to location of shows.
- viii. Screen – large projector screen is available for future use as needed.

11. Project Updates:

a. Tourism Map – Doug K.

- i. Advertising spots have been sold.
- ii. Maps will be reissued each year with first dibs going to previously years advertisers.
- iii. Distribution – Out to those who advertised on it, plus restaurants, townhall, library etc.
- iv. Maps are going to print shortly with the hope they are out by end of June/early July

b. Banners – Doug K.

- i. There is a delay in material and printing. Not sure they will be up before July 1. Doug to reach out to town and proceed with Flags going up. Banners may not go up until next year.

c. 2nd LED sign – Doug K

- i. Cannot obtain permission to place in original spot due to property being County Owned.
- ii. Doug K has reached out to Dollar Stop property owners to discuss option of placing on that property. Hydro could possibly come from that property with a 2nd meter in place. Doug to follow up with Property owners and discuss. More information to come.

d. Huron County Mural Project – Dave T.

- i. Huron County has received funding for the creation of five public art murals in Huron County. Participating communities would establish a local selection committee from all members of the community.
- ii. Discussion around table was this is something that Wingham could do. Carolyn Y. expressed an interest in being on local committee representing BIA.
- iii. Dave T. to obtain more information and share.

12. Other Business/ New Businesses:

- a. Cornerstone Pizza, Brammy's Food Truck now open.
- b. Homegrown Food Basket is moving locations to 239 Josephine Street.

13. Next BIA Board Meeting – Thursday, August 18th @ 6:30 pm – Hot Stove Lounge.

14. Motion to adjourn at 8:10pm. - Moved by Ashley V., 2nd by Annette M. – Carried.

Chair: Dave Tiffin

Secretary: Carolyn Young