

The meeting of the Main Street District Business Improvement Area Board of Management was held on Tuesday, November 18, 2014 at 7:30 p.m. in Hall # 3, Community Centre and Lions Hall, 200 Doug Duncan Drive.

**Members**

Present: Jackie Playter, Chair  
Nancy Barnard  
Adrian Cammaert  
Nancy Gerry  
Steven Gilbert  
Anne Martin

Absent: James Elliott  
Councillor Sponga  
Siegfried Wall

Guests: Carmina Pereira  
Olga Paiva  
Glenn Wilson

Staff: L. Moor, Council/Committee Coordinator

Jackie Playter in the Chair.

The meeting was called to order at 7:30 p.m.

**ADDITIONS**

The Chair advised that the proprietor of the establishment known as Made in Mexico requested an opportunity to speak to the Board of Management regarding outdoor patios; however the winter road conditions prevented her from attending this meeting.

The Chair advised that Mr. Glenn Wilson has requested an opportunity to speak to the Board of Management under the New Business portion of the agenda.

**DECLARATIONS OF INTEREST**

None.

1. **MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – NOVEMBER 18, 2014 – ITEM 1**  
**APPROVAL OF MINUTES**

Main Street District Business Improvement Area Board of Management Minutes of October 21, 2014.

The Chair advised of some minor corrections to the minutes.

**Moved by Adrian Cammaert**  
**Seconded by Steven Gilbert**

**THAT the Main Street District Business Improvement Area Board of Management Minutes of October 21, 2014, as corrected, be approved.**

**CARRIED**

With respect to the Annual General Meeting held on November 10, 2014, the Chair advised that the proposed 2015 Main Street District Business Improvement Area Board of Management budget was approved at the Annual General Meeting.

With respect to the October 21, 2014 minutes, the Chair advised that one more accessible parking space should be added on Main Street for provincial standards ratio parity.

**Moved by Anne Martin**  
**Seconded by Nancy Gerry**

**THAT an additional accessible parking space be added to Main Street between Botsford Street Timothy Street.**

**CARRIED**

2. **MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – NOVEMBER 18, 2014 – ITEM 2**  
**FINANCIAL REPORTS**

The Chair advised of an approximate current account balance of \$7,000.

**3. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – NOVEMBER 18, 2014 – ITEM 3  
COMMITTEE REPORTS**

Nancy Barnard provided a verbal update regarding topics discussed at the last Marketing Sub-committee meeting being snow removal issues, Christmas on Main Street event scheduled for November 27, 2014, feasibility of strolling minstrels for that event and information related to the Main Street merchants Christmas gathering. A suggestion was made to have the Main Street District Business Improvement Area Board of Management provide a beverage to the attendees of the Christmas gathering.

Moved by Nancy Barnard  
Seconded by Steven Gilbert

THAT the Main Street District Business Improvement Area Board of Management contribute an amount of \$200 to cover the cost of one beverage per attendee at the annual Christmas gathering.

MOTION LOST

A suggestion was made to contact the Salvation Army related to the feasibility of strolling minstrels and/or carollers/bell ringing for the Main Street Christmas event.

Nancy Barnard advised that the proprietor of Good Vibes on Main has been invited to the Town Recreation meeting dealing with Winterfest activities in an effort to incorporate Main Street businesses into that event.

Discussion ensued regarding radio promotional advertising for the Christmas season.

**Moved by Nancy Barnard  
Seconded by Anne Martin**

**THAT an amount of \$1,000 be allocated to the Jewel 88.5 radio station for promotional advertising of Main Street businesses during the Christmas season.**

**CARRIED**

The Chair advised that the Town initiated event entitled ‘Savour Downtown’ held in the fall was successful with approximately sixty (60) people participating in five (5) restaurant venues and menus along Main Street.

**4. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – November 18, 2014 – ITEM 3  
WINTER WONDERLAND**

Discussion ensued regarding the banners placed along Riverwalk Commons during the Winter Wonderland event.

**Moved by Adrian Cammaert  
Seconded by Anne Martin**

**THAT \$500 be allocated towards the Winter Wonderland banners showcasing Main Street merchants.**

**CARRIED**

**5. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – NOVEMBER 18, 2014 – ITEM 5  
SUMMARY OF IDEAS FOR STRATEGIC PLAN**

Adrian Cammaert provided a verbal status regarding the document recently produced entitled Summary of Ideas for Strategic Plan Main Street BIA. Discussion ensued regarding the various ideas presented in the document. A suggestion was made to forward the document to the new Board of Management for consideration.

**6. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – NOVEMBER 18, 2014 – ITEM 6  
MOHAWK COLLEGE – MARKETING/COMMUNICATIONS CAMPAIGN**

Adrian Cammaert provided a verbal update regarding a free program offered by Mohawk College for advertising and marketing communications management by students with an application deadline date of November 21, 2014.

**Moved by Nancy Gerry  
Seconded by Adrian Cammaert**

**THAT the application for advertising and marketing communications management be forwarded on behalf of the Main Street District Business Improvement Area Board of Management before the November 21, 2014 application deadline.**

**CARRIED**

Adrian Cammaert offered to submit the Main Street District Business Improvement Area Board of Management's portfolio to the Canadian Institute of Planners by the end of September 2015 in an effort to participate in the nominations for awards for certain streets, neighbourhoods etc.

**7. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – NOVEMBER 18, 2014 – ITEM 7  
NEW BUSINESS**

Glenn Wilson provided comments regarding the vote for Board membership held at the Annual General Meeting on November 10, 2014. He advised that going forward, the sub-committee structure will be doing the tangible work and the Board of Management will oversee the efforts of the sub-committees.

The Chair thanked all the departing Board members for their contributions over the last years.

**Moved by Steven Gilbert  
Seconded by Nancy Barnard**

**THAT the meeting adjourn.**

**CARRIED**

There being no further business, the meeting adjourned at 8:20 p.m.

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Date

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Jackie Playter, Chair