



# Main Street

## BIA

Annual General Meeting  
November 10, 2014



# Agenda

- Welcome and Introductions
- Approval of Minutes from November 13, 2013 AGM
- 2013 Audited Financial Statement
- 2014 Review
- 2015 Proposed Budget
  - Questions, Discussion & New Business
- Nominations for Board of Management
  - Current Nominees – Introduction of Candidates
  - Additions and Deletions
  - Voting Procedures
- Adjournment

# 2014 Budget Review

- The 2014 Budget was approved at the 2013

Main Street AGM:

- Administration \$1,500
- Advertising \$21,000
- Events \$7,000
- Miscellaneous \$500

**Total \$30,000**

# 2014 Budget Review

## Advertising

- A thematic design focusing on Main Street strengths with regular and consistent messaging in the Era Banner and Snappd
- Website, Facebook, Twitter and Instagram

## Events

- Easter Egg Extravaganza, Main Street Car Show, Canada Day Festival, Jazz Festival, Candlelight Parade, Santa Claus Parade.
- Events enhance the exposure of Main Street and increased attendance boosts the Main Street profile

# 2015 Proposed Budget

The Proposed 2015 budget of \$30,000 is as follows:

- Administration \$5,000
  - Advertising \$12,000
  - Events \$12,000
  - Miscellaneous \$1,000
- Total \$30,000**

# 2015 Proposed Budget

## **Administration - \$5,000**

- o Admin Assistant - \$2,400
- o Insurance - \$1,000
- o OBIAA Membership & Conference - \$600
- o Miscellaneous - \$1,000

## **Advertising - \$12,000**

- o Era Banner & Snapd advertisements - \$6,000
- o Brochures - \$1,000
- o Social media - \$600
- o Banner for market tent - \$200
- o Good Life magazine ad - \$1,200
- o Other advertising opportunities - \$3,000

# 2015 Proposed Budget

## Events - \$12,000

- o Canada Day - \$4,000
- o Jazz Festival - \$5,000
- o Additional events – \$3,000
  - o Winterfest, Easter Egg Extravaganza, Mother's Day & Father's Day, Hallowe'en, Candlelight Parade, Santa Claus Parade

Moin Street BIA AGM  
November 10, 2014

# Questions, Discussion & New Business