

The meeting of the Main Street District Business Improvement Area Board of Management was held on Tuesday, October 20, 2015 in the Community Centre and Lions Hall - 200 Doug Duncan Drive - Hall #2.

Members Present: Glenn Wilson, Chair  
Elizabeth Buslovich  
Anne Martin  
Carmina Pereira  
Olga Paiva  
Jackie Playter

Absent: Rory Rodrigo  
Siegfried Wall  
Councillor Sponga

Staff Present: C. Kallio, Economic Development Officer  
L. Moor, Council/Committee Coordinator

The meeting was called to order at 7:35 p.m.

G. Wilson in the Chair.

### **Additions and Corrections to the Agenda**

None.

### **Declarations of Pecuniary Interest**

None.

### **Approval of Minutes**

1. Main Street District Business Improvement Area Board of Management Meeting Minutes of September 15, 2015.

Moved by: Anne Martin  
Seconded by: Olga Paiva

THAT the Main Street District Business Improvement Area Board of Management Minutes of September 15, 2015 be approved.

**Carried**

2. Marketing Sub-Committee Report.

The Chair advised that two meetings of the Marketing Sub-Committee have taken place, however minutes of those meetings are not available at this time.

**Financial Report Update**

3. Financial Update – Economic Development Officer

The Economic Development Officer distributed copies of a budget update and advised of the account balance to date.

Moved by: Carmina Pereira  
Seconded by: Elizabeth Buslovich

THAT the verbal financial update and account balance by the Economic Development Officer be received.

**Carried**

Discussion ensued regarding resources available to reserve the musical band and purchase candy canes for the Candle Light Parade festivities.

Moved by: Olga Paiva  
Seconded by: Anne Martin

THAT the Main Street District Business Improvement Area Board of Management approves \$300.00 for anticipated expenses associated with the Candle Light Parade festivities.

**Carried**

## Items

### 4. 2016 BIA Budget Proposals

Discussion ensued regarding quotations received for website production. The Chair advised he would discuss the website issue further at the Marketing Subcommittee meeting and would report back at the November, 2015 BIA meeting.

Discussion ensued regarding the feasibility of a wayfinding directory at the corner of Davis Drive/Main Street, the corner of Water Street/Main Street and at the Farmer's Market. A suggestion was made to investigate what methods other Business Improvement Area's utilize in terms of wayfinding directories.

Further discussion ensued regarding various events specific to the upcoming holiday shopping season and the feasibility of horse drawn wagon rides and trinket giveaways.

Moved by: Olga Paiva

Seconded by: Carmina Pereira

THAT the Main Street District Business Improvement Area Board of Management approves \$1500.00 to purchase holiday season advertising on the Jewel 88.5 radio station.

#### **Carried**

Moved by: Olga Paiva

Seconded by: Anne Martin

THAT the Main Street District Business Improvement Area Board of Management approves \$300.00 for the purchase of hot chocolate beverages to be served during the Candle Light Parade festivities.

#### **Carried**

Moved by: Anne Martin

Seconded by: Elizabeth Buslovich

THAT the Main Street District Business Improvement Area Board of Management approves \$1500.00 for the purchase of print media advertising.

#### **Carried**

Moved by: Carmina Pereira  
Seconded by: Elizabeth Buslovich

THAT the Main Street District Business Improvement Area Board of Management approves \$150.00 for the purchase of trinket giveaways (glow sticks) for the Candle Light Parade festivities.

### **Carried**

#### **5. Community Centre Lands Development Committee Report**

The Chair advised there was no update at this time.

A suggestion was made to have those present provide their opinions related to previous and future marketing efforts.

Anne Martin suggested that at least two Members attend the annual BIA convention each year to gain insight into what other BIA memberships are achieving.

Elizabeth Buslovich suggested that wayfinding directories should be non-specific as businesses change too often to keep an updated list. She suggested that a user friendly website is paramount to keeping people informed of activities and events, however social media maintenance is a time consuming task.

Jackie Playter suggested the events should be marketed in a more vigorous manner and the feasibility of hiring a part-time individual for marketing/graphics/website content should be investigated.

### **New Business**

- a) Anne Martin advised that the Business Improvement Area's Holiday Gathering is scheduled for the first weekend in December and noted that there may be some related expenses associated with the get-together.
- b) Carmina Pereira requested information related to parking space ownership as confirmed at the September 14, 2015 Council meeting.

## **Adjournment**

Moved by: Anne Martin

Seconded by: Elizabeth Buslovich

THAT the meeting adjourn.

## **Carried**

There being no further business, the meeting adjourned at 9:35 p.m.

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Date

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Glenn Wilson, Chair