

b) Passport Initiative

The Chair provided a verbal status update regarding the Main Street Passport initiative originally presented at the January, 2016 BIA meeting by Mr. Dave Robinson and Mr. Mark Kolb of YourOnLineBusiness. The Chair advised that Mr. Robinson has agreed to guarantee a working technology service of cell phone web based marketing to engage participants to travel and shop Main Street. The Chair requested the Board of Management consider expending \$2500 as a first payment to Mr. Robinson for the advertising initiative.

Discussion ensued regarding Mr. Robinson's proposal and a suggestion was made to have him propose the initiative to the entire BIA membership, not just the Board of Management.

Moved by: Rory Rodrigo
Seconded by: Siegfried Wall

THAT the Passport Initiative proposal be deferred until the May, 2016 Main Street District Business Improvement Area Board of Management meeting in an effort to obtain more information from Mr. Robinson.

Carried