



## Draft Minutes

---

### **Old Town Kemptville BIA Board of Management Meeting**

**Location: North Grenville Municipal Centre**

**Date of Meeting: Wednesday August 28, 2019**

**Time of Meeting: 6:05 pm**

**Present: Debbie Wilson, Stephen Bent, Sierra Jones, Ken Schlieman and Shelley Mitchell.**

**Absent: Lee McIlvenna, Connie Lambie.**

**Guests: Matt Gilmer, Hillary Geneau, Melanie Charlebois, Megan MacDonald, Will Pearl and Maggie Germain.**

**Is project**

**Call to Order:** Debbie Wilson – Chair.

**Review of Agenda - Motion to accept.** Moved by Stephen, seconded by Sierra. Carried.

**Disclosure of interest – None.**

**Review of Executive Committee Minutes – No meeting in July.**

**Review of the BoM minutes of June 19, 2019.** – Motion to accept. Moved by Sierra, seconded by Stephen. Carried.

*Note: unless otherwise stated in these minutes, all motions to accept or approve were unanimously supported.*

### **Deputations**

- Maggie Germain from the Wedge on her Kemptville Atlas project.
  - Maggie spoke about this project and the value for businesses to participate in it.
- Megan McDonald to give her final report on Digital Main Street program.
  - Megan outlined her work from May to August as part of the Digital Main Street program. She began working with everyone by using the digital assessment and used that as a starting point to determine need and status of digital presence for each participant. As far as a social media presence for Downtown businesses, she outlined that 25% of BIA businesses had an Instagram account and 70+% had a Facebook page. Additionally, Megan was able to leverage a further

\$17,500 in grants from the DMS program for participating BIA businesses. 54 of 75 businesses participated at some level.

**Motion:** To accept Megan's report as presented. Moved by Shelley, seconded by Ken. Carried.

## **Governance**

- Discussion on formal request to Council to arrange for OBIAA executive Director Kay Matthews to make a presentation to Council, BIA and residents about role of BIAs.
  - Board directs Deron to explore further and bring report to next meeting.
- Discussion on resignation of Connie Lamble.

**Motion:** To accept the resignation of Connie Lamble from the BIA Board of Management effective immediately. Moved by Sierra, seconded by Ken. Carried.

- Discussion on adding an individual to the BIA Board of Management.

**Motion:** To recommend to Council that Melanie Charlebois be added to the BIA Board of Management. Moved by Shelley, seconded by Ken. Carried.

- Discussion on future of DMS program.

**Motion:** To recommend that the Old Town Kemptville BIA extend the contract of Megan McDonald to complete her work with the Digital Main Street program and maximize the benefit to the BIA members. Moved by Stephen, seconded by Sierra. Carried.

- Board directs Deron to further explore contract details and options with necessary partners.
- Discussion on office space for the BIA.
  - Board directs Deron to explore the option of using space within the Exit Realty By Design office as has been informally discussed between Deron and Wendy Embleton previously.

## **Reports**

- Municipal Report – Jim McManaman and Matt Gilmer
  - Tourism BR+E.
    - Hillary said that the report should be completed by the end of September and that 27 of 30 businesses have been interviewed as part of the study.
  - Main Street Revitalization Funding.
    - New banners have been purchased and displayed. More posts will be purchased and installed in other locations in the Downtown area outside the BIA footprint.
    - Request was made for BIA to work with Economic Development Department to explore street furnishing options for Downtown area at a total cost of \$10,000 as per one of BIA's previous requests for the use of the Main Street Revitalization funding.

- Board directs Deron to work with Matt to make a recommendation on appropriate fixtures for the Downtown.
  - Development Charges Study and Bylaw.
    - New DC bylaw will be adopted by Council at Sept. 3 meeting, but Matt had no new information to share.
  - Community Improvement Plan.
    - CIP will be re-newed for 2019 under the same terms as the 2018 CIP. This means that BIA members will once again be eligible for CIP grants for all of the programs that were previously in place. More details to follow.
  - BIA Bylaw.
    - Matt advised that the Deputy Clerk provided comments and feedback on the BIA Bylaw changes that were submitted. Board will review the comments provided and address the comments at the next meeting.
- Financial Report – Stephen Bent
  - DMS Budget status.
- Expansion Committee Report – Stephen Bent
- Events Committee Report – Debbie Wilson
  - Update on Kemptville Live discount offer.
  - Wellness In The Park.
  - New and upcoming events – NJLN, Kreepy Kemptville etc.
- Community Design Plan Committee Report – Ken Schlieman
  - It was reported that the committee has created an initial timeline, outlined the boundaries for the CDP and begun work on the first public input survey.
- Executive Director’s Report – Deron Johnston
  - Deron touched on his work on the Business Boot Camp Workshop Series and shared that the first one will take place in November. He also reported on the efforts to bring Kay Matthews of the OBIAA to the community to do a presentation on the role and governance of BIAs and partnering that with an Eastern Ontario meeting for rural BIAs.

## **Other Business**

## **Period For Questions From Public and Media**

## **Close of Meeting**

*Meeting closed at 7:30pm. Motion to close. Moved by Stephen, seconded by Shelley. Carried.*

## **Next Meeting**

September 19, 2019.