



# Draft Minutes

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

**Location: North Grenville Municipal Centre**

**Date of Meeting: Wednesday February 19, 2020**

**Time of Meeting: 6:00pm**

**Present: Debbie W, Melanie C, Ken S, Shelley M, Will P.**

**Absent:**

**Regrets: Stephen, Sierra, Jim M.**

**Guests: Karen Bedard, Steve Thibert, Darwin Boles, Megan McDonald.**

**Call to Order:** – Chair Debbie Wilson called meeting to order at 6:00pm.

**Review of Agenda - Motion to accept.** Moved by Melanie, seconded by Ken. Carried.

**Disclosure of interest** – none.

**Review of Executive Committee Notes – Feb 12, 2020.** Reviewed.

**Review of the BoM minutes of November 20, 2019.** – Motion to accept. Moved by Ken, seconded by Shelley. Carried.

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

## **Deputations**

- Megan McDonald – Final Report for Digital Service Squad project.
  - Megan outlined her efforts on behalf of the BIA businesses as part of our Digital Service Squad project.
  - Megan outlined the Takeover Tuesday experience she had with the Digital Main Street Instagram account that highlighted a number of BIA businesses. She recommended that the BIA try this exercise as well by allowing a BIA business the option of taking over the BIA Instagram account.
  - Megan was able to engage 58 of 75 businesses during her time.
  - Megan will send final grant application numbers once they are evaluated by Digital Main Street. \$45,000 in potential grants.

- Will suggested that the BIA write a letter of reference for Megan based on her exceptional work with BIA members.
- Karen Bedard – Report on Kemptville Live 2019.
  - Steve mentioned that CEDAC hopes to encourage all businesses and business groups to take advantage of the traffic generated by the Kemptville Live Music Festival.
  - Steve mentioned that council has declared the week of the festival to be Kemptville Live Week.
  - 2511 used the shuttle service during the festival.
  - Karen advised 60% of guests shopped or dined or both and 11% of guests explored the area.
  - Karen said that Kemptville Live believed that approx. \$2.6 million was generated in economic activity during the festival.
  - Karen advised that 24000 visitors and 1059 campers attended last year's festival, with most campers coming in on Tuesday and Wednesday.
  - Karen revealed that Kemptville Live spent \$450,000 in marketing over its first five years mostly focused on radio and digital advertising.
  - Karen advised that the festival runs July 22-26 this year with the free community concert kicking the festival off on July 22.
  - Karen advised that Kemptville Live uses their newsletter and direct email to contact people who have bought tickets.
  - Karen suggested that the BIA discount promotion be offered to volunteers as well as starting the discount earlier to capture people that arrive before the festival starts.
  - Steve advised there will be a business community meeting on Kemptville Live March 23 at 4pm at Municipal Centre.

## Governance

- Discussion on Kemptville Live participation.
  - Suggestion to consider signage for the event. Rotary Park as potential location.
  - 15% off promotion was previously successful and is recommended to do again.
  - Advised by Karen that a deadline of May 1<sup>st</sup> for list of participating businesses for discount would be ideal to reach maximum number of visitors,
  - Suggestion to consider a Kemptville Live window decorating contest.
  - **Motion:** To sponsor the Kemptville Live Music Festival for \$800. In return, the BIA will receive TWO VIP weekend passes from the festival. Moved by Will, seconded by Ken. Carried.
- Discussion on downtown parking and snow removal.

- Board directs Deron to draft a letter to the Municipality of North Grenville and the United Counties of Leeds and Grenville expressing concerns over the winter parking situation in Downtown Kemptville.
- Resignation of Kim Smalridge.
  - **Motion:** To accept the resignation of Kim Smalridge from the Old Town Kemptville BIA Board of Management. Moved by Shelley, seconded by Ken. Carried.
- Review governance policy guide.
  - Deferred to next meeting.
  - Deron advised that the BIA bylaw has still not been processed by the municipal clerk;s office despite multiple efforts to move it along for council approval.
- Discussion on permanent office space for BIA.
  - Memorandum of Understanding has been drafted by Deron for review by board.
  - Memorandum of Understanding was discussed.
  - Suggested by Ken to add insurance consideration to Memorandum of Understanding once the need has been evaluated.
  - Board directs Deron to investigate necessity of having separate insurance for occupying office space.
  - Board to consider what office hours will be needed to have a desired presence in the office.
- Discussion on website or webpage on municipal website.
  - Will suggested looking into a Google Business Listing for the BIA.
  - Debbie suggested talking to Megan and getting her recommendation about what the BIA could do.
  - The BIA wants events, promotions, minutes & agendas, business directory, financial statements, photos and a map to be part of a digital presence.
- Executive Director's contract.
  - Debbie had asked for feedback from board members about contract.
  - Deron requested the next contract to end with the end of the term of the board.
  - Deron also requested that three weeks of leave be included in the next contract.
  - The executive will continue to work on the wording of the contract.
  - New contract will be brought to next board meeting.
- Recruitment of new board members and filling Vice Chair position.
  - Debbie asked board to consider potential candidates to fill board vacancies.

## Reports

- Municipal Report – not given. Municipal staff and council liaison were not present for meeting. Items for report will be added to next agenda.
  - Street furnishings for downtown.

- Deron advised that the street furnishings that were discussed in the fall would be purchased by March 31 and installed this spring.
  - CEDAC meeting.
  - Exit interview process for businesses leaving North Grenville.
    - Deron advised that Vioice2Net is leaving downtown and that he requested an exit interview process be developed by municipal staff to capture the conditions under which businesses are choosing to leave North Grenville.
    - Board agreed that municipal staff should create this exit interview process, not the BIA. However, the board also agreed that the information should be shared with the BIA if the BIA does not participate directly in the exit interview process.
  - Space provided for incubator concept in LA Group building.
    - Discussion ensued.
  - Tourism strategy application for funding.
    - Deron advised that the Economic Development department requested a letter of support for this application.
    - Deron advised that the Economic Development department also requested a second letter of support from the BIA for their Rural Economic Development fund application.
  - North Grenville Business Awards.
    - Deron requested that all members of the board consider nominating other fellow BIA members for the North Grenville Business Awards. Deron advised the board that the nomination deadline is March 15.
- Financial Report – Stephen Bent – Not given. Stephen was not present.
- Expansion Steering Committee Report – Stephen Bent - Not given. Stephen was not present
- Events Committee Report – Debbie Wilson
  - Trivia night.
    - Melanie outlined the successes of the event.
    - Deron advised on the sales for Salamanders from the event with five of the forty participants being visitors from Ottawa.
  - What's next and dates for 2020 events and promotions.
    - Debbie advised that Events Committee had several guests at last meeting.
    - Debbie advised that committee finalized most of the dates for BIA events in 2020 and shared them with the board.
- Executive Director's Report – Deron Johnston – Given.

## **Other Business**

- Shopping in Kemptville.
  - Deron advised of a situation with resident Mitch Bloom who created and was promoting a survey about shopping in Kemptville. The board expressed some concerns about the results and what would be done with them and the potential negative impact the results could have for the downtown.
  - Melanie suggested that the board make an active effort to highlight the positive messages in the survey results.

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

### **Close of Meeting**

*Meeting closed at 8:35pm. Motion to close. Moved by Will, seconded by Ken. Carried.*

### **Next Meeting**

March 18, 2020.