



## Draft Minutes

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### **Business Improvement Area Board of Management Meeting**

**Location:** North Grenville Municipal Centre

**Date of Meeting:** March 20, 2019

**Time of Meeting:** 6:02 pm – 8:30 pm

**In attendance:** Debbie Wilson – Chair, Kim Smalridge - Vice-Chair, Stephen Bent - Treasurer. **Members:** Sierra Jones, Connie Lamble, Ken Schlieman, Deron Johnston (Non-voting - Executive Director).

**Guests :** Matt Gilmer, Jenn McCleery, Wendy Embleton, John Barclay, Herb Cloutier, Krista George.

**Regrets:** Paul Cormier – Secretary, Shelley Mitchell.

**Absent :** Lee McIlvenna.

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

**Disclosure of Interest:** – none.

**Review of Agenda:** *Motion to accept modified agenda.*

*Moved by Kim Smalridge, seconded by Ken Schlieman.*

*Carried.*

**Review of the Minutes of BoM meeting of February 20, 2019:** *Motion to accept. Moved by Stephen Bent, seconded by Sierra Jones. Carried.*

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

**Point of Information** – Council has potentially decided that BIA board meetings will be video recorded according to Councillor John Barclay. Apparently, this was discussed at last night's Council Meeting of March 19, 2019. Discussion ensued among board members as to the potential legal implications involved in recording individuals at meetings.

### **Governance**

- Motion to remove "Heritage as a driving force..." from our 2019 Business Plan and approve amended

2019 Business Plan. Moved by Ken Schlieman, seconded by Stephen Bent. Carried.

- Review 2019 draft budget.
  - Recommendation to separate events as individual line items in budget, so cost for each event is displayed separately.
  - Recommendation to consider adding additional events to budget in order to attract different demographics to Downtown Kemptville.
  - Recommendation to keep the Pop-Up Shop program in budget with a value of \$0 until the program can be reviewed to make it simpler and to maximize effectiveness.
  - Remove “kids” wording for events.

Motion to approve budget with above amendments. Moved by Stephen, seconded by Kim. Carried.

Motion to buy Silver Sponsorship for Kemptville Live for \$800 plus tax and if complimentary VIP tickets are available, use tickets as a marketing tool. Moved by Jim, seconded by Stephen. Carried.

Motion to create DSS Hiring Committee. Moved by Kim, seconded by Jim. Carried.

Motion to create one full-time position to implement Digital Service Squad initiative. Moved by Stephen, seconded by Kim. Defeated.

Motion to have hiring committee to report back to the Board on how best to handle the DSS hiring process. Moved by Connie, seconded by Jim. Carried.

- Recommendation to create Economic Development Committee to encourage economic development and help to protect the Downtown core business community by connecting with federal, provincial and municipal elected officials.

Result – Deferred until next meeting for more discussion.

- Recommendation that BIA consider creation of dedicated website and report on potential costs.

Result – Deferred as board felt that further discussion was needed.

- Recommendation that the BIA BoM consider adding reserve board members to make transition to board flow more smoothly.

Result - Discussion ensued, no decision made.

- Recommendation that the BIA BoM pursue replacement for the Secretary internally with existing board members.

Result - Discussion ensued, no decision made.

Motion to accept the audited financial statements of the Old Town Kemptville BIA for the 2018 fiscal year as presented. Moved by Stephen Bent, seconded by Debbie Wilson. Carried

## **Reports**

Executive Director's Report - given by Deron outlined progress with Rural Summit, Easter Bunny Hope and Digital Service Squad.

Municipal Report - given by Matt Gilmer and Jim McManaman. New Community and Economic Development Advisory Committee was discussed with BIA Board being advised that it no longer had a seat on the Committee. CIP was also discussed, but program being reviewed.

Events Committee Report - given by Debbie Wilson outlining progress on Easter Bunny Hop and other potential events.

Financial Report – given by Stephen Bent. Nothing to report.

## **Other Business**

Matt Gilmer made brief presentation on the Business Attraction Strategy.

Result - The Board agreed to have a public meeting focused on this subject in the near future. Matt would present the strategy in more detail, so that all BIA members could understand the scope and details of the Strategy.

Wendy Embleton made a presentation on behalf of the Kemptville and District Community Association (KDCA) regarding KDCA hosting Canada Day celebrations and potential partnership with the BIA.

**Close of meeting** - *Motion to close*: Moved by Jim, seconded by Kim. Carried.