



Draft Minutes – March 20, 2024

Old Town Kemptville BIA Board of Management Meeting

Status: In-person

Location: Z-Amore Restaurant

Date and Time of Meeting: March 20th at 11:00am.

Present: Shelley Mitchell, Sierra Jones-Martel, Mary-Anne Leang, John Barclay

Regrets: Nina Tachuk

Guests: Matt Gilmer, Teri-Lyn McAvoy

Call to Order at: 11:09

Reading of Land Acknowledgement: The BIA acknowledges that the BIA operates on the territory of the Anishnabek. We recognize all First Nations, Métis, and Inuit peoples who now call North Grenville their home. We respect and support the need for cultivating a strong relationship, and we commit to Indigenous-informed decision making to foster the path towards reconciliation.

Assignment of Recording Secretary: John

Review and Motion to approve agenda for March 20, 2024.

Moved by Mary, seconded by Sierra.

Review and Motion to approve minutes for February 21.

Moved by Sierra, seconded by John.

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

Review of Executive Committee Minutes.

Disclosure of interest: none

Opening Statements

Deputations: none

Discussion

- Approve new contract for ED position
Motion: To present Deron Johnston with a new Executive Director contract to be signed after legal review.
Moved by John, Seconded by Mary-Ann
- Amended procurement policy as updated for Credit Card use. E-transfer policy procedure is problematic. Needs to be changed. CIBC business support has changed. Bank is looking into a new process for issuing credit card for nonprofit. Suggestion: credit might be available through the Municipality. Suggestion: a pre-paid credit card.
Decision: to continue research and the conversation with CIBC.
- Update on Summer Student – April deadline. Letter is coming from Municipality and MP Barrett will forward to Canada Student Jobs.
- Food Vendor update - \$350 new local license fee, \$250 renewal. Nonlocal fees were the same. Non-profit free community events were burdened. New fees would be \$125 for one-to-three-day events for non-local food trucks. Desire to see profit making ticketed events charged more or free community events would be lower. Question raised regarding obligation to existing bricks and mortar food establishments in the BIA footprint. Suggestion: a policy about consulting BIA food establishments prior to BIA events and offering right of first approval to sponsor or program activities. Fees suggested \$250 for paid admission events. \$125 for free events of 2 to 3 days – maybe lower for one day \$75 free event. John will bring a related Notice of Motion to Council to have staff review Food Truck By-Law.
- Sure stay \$250 advertising: not fully built out yet with individual listings. Once it's built, we will promote it to members
- Business Plan meeting confirmed for March 27th 10:00am to 12:00 at Library New document sent. Comments on the Interim Business Plan in advance of the meeting are welcome
- Event Policies Update: Buskerfest Vendor and Volunteers policies are updated – Other events to come soon
- OBIAA conference Update: a new idea is coming

Reports

- Municipal Report – (Matt Gilmer) – 43 Expansion Business meeting April 3rd 1:30 – 3:30, a second meeting for the public later. The levy calculated by Finance is based on our recently submitted Operating Budget. Questions raised about small business marketing during construction and pedestrian safety. Federal “My Main Street” Funding of \$20,000 footprint has been expanded. Now includes most businesses in North Grenville. The Community Activator stream – the BIA is applying for Buskerfest. Buskerfest banners have been ordered and will be installed in the next few weeks (Deputy Mayor Barclay) will bring a related Notice of Motion to Council to have staff review Food Truck By-Law and will ask the Clerk to forward an MoU regarding the Municipal grant for administration from 2024-2026. Asa crosswalk question – John will follow up.
- Financial Report – (Sierra) Nothing unexpected. Urbandale chq for Buskerfest is in.
- Programming & Marketing Committee Report – (Shelley) It’s been busy. Plans to optimize Surestay opportunity and other opportunities with magazines and local paper and radio. Easter Bunny Hop pre-event activities are well attended. Is becoming a well-loved community event. Some confusion with participating businesses and local paper.
- Buskerfest – (Sierra) sponsorships are going well. Weekly meetings in April. Social Media volunteers are down. Suggestion: to reach out for more SM volunteers. Billboard in Ottawa this year. Launch Party April 16th 6pm Salamanders.
- Expansion Committee Report – (John) – population of the committee is on hold until after completion of the 2024 Business Plan.
- Executive Director’s Report – (Deron) Moma’s Cheeky Boutique plans to open April 6th. We will support a grand opening. Rob Thompson parking lot has been sold. Digital Main Street is done. The Member survey has fifteen respondents to date, they will be forwarded to the Board for Wednesday’s Business Plan meeting on March 27th.

Other Business Arising from Discussion

Concerns expressed by members about businesses outside the footprint participating in our events either through running programs and/or sponsoring events. Discussion about the response from the Board and discussion about Associate membership fees allowing participation in downtown events. **Direction:** to Events Cmt to consider a nominal participation fee for outside businesses

Motion: to reduce the non-voting Associate Membership fee to \$150/ year which would enable participation in BIA events.

Moved: John, Seconded: Sierra. Vote not called; **decision deferred** to next meeting

Period For Questions from Members, Public and Media - none

Summary of Actionable Items

John - bring a Notice of Motion to Council to have staff review Food Truck By-Law

John - ask the Clerk to forward an MoU regarding the Municipal grant for administration

John - Asa crosswalk? – John will follow up

Buskerfest Committee – the BIA will apply for The Community Activator stream of the My Main Street funds

Events Committee - to consider a nominal participation fee for outside businesses

Deron – forward the Members Survey to the Board prior to March 27th

Close of Meeting: 1:05

Motion to close: Moved by Mary-Ann, seconded by Sierra. Carried.

Next Meeting: April 24th, 2024, at 11am.