



OTK BOM MINUTES 2025.05.21

Board of Management Meeting

Status: In-person

Location: North Grenville Public Library

Date and Time of Meeting: May 21st, 2025 11:00-1:00

Present: Brandy Gould, Sierra Jones-Martel, Shelley Mitchell, John Barclay, Deb Wilson, Mary-Ann Leang, Talia Hreljac (Staff)

Absent:

Regrets: Nina Tachuk

Guests: Matt Gilmer

Call to Order at: 11:05

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.

Opening Statement

Assignment of Recording Secretary: Brandy

Review and approval of Agenda for meeting of May 21st, 2025.

Motion to approve: Moved by John Barclay, seconded by Sierra.

Review and approval of BoM Minutes of April 16th, 2025.

Motion to approve: Moved by John Barclay, seconded by Mary-Ann.

***Correction: Deb Wilson attended in person**

Review of Executive Committee Minutes May 7th, 2025. -

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

Disclosure of interest: None

Deputations: None

DISCUSSIONS & DECISIONS

- **Events Survey:** Review (members survey has gone out)
- **Funding Applications:** RTO9, Grenville Futures and Canada Summer Jobs are in
Be It Resolved: That the Old Town Kemptville BIA Board of Management endorses matching the Grenville Community Futures grant of \$3,000 with \$3,000 from the 2025 Operating Budget. Moved by John Barclay, seconded by Deb Wilson. **CARRIED**
- **Expansion Task Force Report:** John (see attached) John, Shelley and Mary-Anne will meet further to discuss a suggested cap on the BIA levy
Be It Resolved: That the Old Town Kemptville BIA Board of Management endorses the Expansion Task Force Plan of May 14th 2025; with one change; that of creating and sending a “save the date” to members about a General Members meeting on October 8th. Moved by Brandy Gould, seconded by Deb Wilson. **CARRIED**
- **Logo:** John reviewed the Interim Branding document. The two interim logos will help distinguish between our current BIA identity and our promotion of a larger downtown footprint. Having similar features to our current logo, they are used for different purposes. The first “OTK BIA” is used to identify the BIA as an organization (letterhead, newsletter, website) and the second “Downtown Kemptville” is used to promote businesses, events and activities downtown while still echoing or suggesting a BIA involvement
- **Rent:** Discussion of 2025 Operating Budget line item for rent of \$3,000 and the quoted rent at the Wellstein building of \$734/mnth (?)
Be It Resolved: That the Old Town Kemptville BIA Board of Management approves the transfer of \$2,500 from the Expansion Reserve as a contribution towards twelve months of office rental to increase BIA profile, membership access, and to provide a meeting space. Moved by John Barclay, seconded by Mary-Anne Leang. **CARRIED**
- **Strategic Plan Timeline:** Review
- **New Initiatives:** Residents Package: Partnership between the BIA, The Municipality and the Chamber and Downtown shopping bag: partnership between B&H and BIA

- **Walking Map:** Review
Discussion to notate: these are Downtown Kemptville BIA members, for a full list of North Grenville businesses visit Love NG
- **Arena Seat Advertising:** Downtown Kemptville BIA
- **Upcoming Pride Parade:** John and Shelley will walk with the BIA banner.
- **BIA Statement for Levy increase:** Shelley read a prepared statement. Discussion.
"While the BIA levy has increased slightly over the years, those adjustments haven't kept pace with inflation. In fact, our effective levy rate—based on assessed property values—has actually decreased from \$2.30 (for \$1000 assessed value) in 2017 to \$1.92 (for \$1000 assessed value) in 2024. As you're aware, costs have risen significantly over the past decade. To continue delivering the programs, services, and advocacy that benefit our members and the community, a levy increase was necessary."
- **Board/Committee Development:** deferred to next meeting

Reports

- Municipal Report – Matt Gilmer [tabled]
- Financial Report – Sierra. [tabled]
- Programming & Marketing Committee Report – Nina
Be It Resolved: That the Old Town Kemptville BIA Board of Management approves the transfer of **\$8,200** from the Expansion Reserve funds to Marketing & Programming per the Expansion Task Force Report of May 14, 2005 as follows: **\$3,200** to the Marketing/ Programming Committee for 8 X \$400 Gift Baskets and **\$5,000** to the Marketing/ Programming Committee towards Marketing of Downtown Kemptville – professional copywriting, graphic design, paid print ads, radio. Moved by John Barclay, seconded by Sierra Jones-Martell **CARRIED**
- Buskerfest - Sierra
- Executive Director's Report - Talia

Other Business –

- Create a Summer Student hiring committee
- Add the new "save the date" for the members meeting (Aug.8th)

Period For Questions from Members, Public and Media

Summary of Actionable Items: See "Action Items" in the Expansion Task Force attachment [Meeting #1]

Close of Meeting

Motion: to close: . Moved by John, seconded by Brandy Gould. Carried.

Meeting closed at: 1:08PM

Next Meeting: June 18th, 2025 at 11:00am.

ATTACHMENTS

Expansion Task Force Meeting #1

Date of Report: May 19, 2025

Meeting Date: May 14, 2025 - 4:30pm - Salamanders.

Task Force Members: Deb Wilson, Nina Tachuk and John Barclay.

Guests: Shelley Mitchell

The purpose of the meeting was to discuss timelines and use of the funds in the Expansion Reserve of \$15K.

A - Timelines:

The Task Force identified the following goals and dates:

June – 1) Identifying and way-finding signs to “downtown”. Washing or recovering the two large Hwy 43 signs (funds 50/50 from the Expansion Reserve and RTO9 grant via 2BC) **2)** Municipality of North Grenville constructs and installs the Downtown Kemptville sign at Rideau & Sanders (*see Addendum 1 attached*) **3)** BIA By-law amended to cap the levy based on a significant motion of the BIA Board (May 21)

July – Outreach to potential Associate Members – one-on-one visits with list of Associate membership benefits (document needed). Associate Member "pins" on a downtown map would suggest a preliminary outline of a successful expansion footprint Half year cost ?

August – 1) Increased marketing of members and associate members (see budget below) **2)** Start drafting the Expansion Prospectus (see previous 2018 Expansion Prospectus for reference)

September 3rd – 1st Draft of the Expansion Prospectus to the Executive Committee.

September 17th – Final Draft submitted to the BIA Board for approval. Distributed to all members and associate members in advance of a General Members meeting.

October 8th – General Members meeting regarding Expansion. Guests include all those interested in finding out more. The Municipality of North Grenville drives the expansion process from this point forward. (*see Addendum 2 attached*)

B - Use of the Expansion Reserve Funds (\$15,000)

The Task Force is allocating those funds as follows:

\$2,500 – contribution towards 12 months of office rental to increase BIA profile, membership access, and meeting space.

\$3,200 – to Marketing/ Programming Committee for 8 X \$400 Gift Baskets. Bi-weekly draw of a gift basket of items purchased from existing BIA members (\$400 spent per draw). Forms and entry boxes available at all members, associate members and prospective expansion member businesses.

\$1,500 – Expenses related to the October 8th – General Members Meeting at Catered Affairs (not booked yet)

\$5,000 – to Marketing/ Programming Committee towards Marketing of Downtown Kemptville – professional copywriting, graphic design, paid print ads, radio.

\$2,800 – One Hwy 43 sign re-covered

Action Items:

- 1 Talia** – Contact someone to wash (not power wash) Depending on outcome to work with John to re-cover the face of both signs (east & west) via Cobo or Classic Graphics. Timing: **June**
- 2 Matt w/John** – construct & install Downtown Kemptville sign at Sanders/Rideau triangle. Timing: **end of June**
- 3 John w/Clerk** – draft motion to Council to amend the existing BIA By-law to cap the levy at \$2,500 to \$3,000. Timing: **June 18th** Board mtg.
- 4 Talia** - draft or assemble Associate Membership Benefits document as a leave behind with our “What is a BIA” brochure for one-on-one visits. Timing: **end of June**
- 5 Expansion Task Force** – create an expansion “hit list” of businesses and building owners to visit and who does the reaching out. Timing: **end of June**
- 6 Marketing Programming Cmt** – create a plan for the \$400 bi-weekly Gift Basket Draw Timing: **end of June**
- 7 Marketing Programming Cmt - commission** \$5,000 Downtown Kemptville marketing plan. Timing: **end of July**
- 8 John** – draft an Expansion Prospectus - Timing: **end of August**
- 9 Talia** – invite all members, associate members and potential members to the General members meeting along with a copy of the Expansion Prospectus. Timing: **immediately following the Board meeting of September 17th**