



Minutes

OTK BIA Board of Management Meeting

Meeting Location: Municipal Centre, Second Floor (take elevator)

Date: **May 17th, 2017**

Time: 6:00 – 7:30 pm

Open meeting – Deb Wilson

Motion to: Open the meeting by Donovan, seconded by Connie. CARRIED

Attendance: Deb Wilson (Chair), Stephen Bent (Treasurer), Donovan Arnaud (Director), Connie Lambie (Director), John Barclay (Executive Director), Andrew Beveridge (Guest), Deron Johnston (Guest)

Note: a Proxy Statement from Paul Cormier was tabled authorizing Stephen Bent to vote on his behalf

Disclosure of Interest - none

Review of previous meeting minutes. **Motion to: Accept the minutes by**

Donovan, seconded by Connie. CARRIED

Review of agenda and **Motion to: Accept the agenda by Stephen, seconded by Donovan. CARRIED**

Financial Management

Financial Report – Andrew Beveridge reported that the BIA's 2017 Budget was passed by Council and reviewed payables and current expenses **Motion to:**

approve May/June expenses by Stephen, seconded by Deb. CARRIED

2017 Downtown Pop-Up Shop Program Budget - Discussion regarding Insurance and Legal costs. Request to confirm costs at the next Executive Committee meeting.

Motion to: Approve 2017 Downtown Pop-Up Shop Program Budget by Stephen, seconded by Deb. CARRIED

Governance

2017 – 2018 Business Plan - The date for presentation to Council by the Executive Committee was set as June 5th, 2017

Code of Conduct & Amendment – Stephen Bent gave a brief explanation of the need to have one in place outlining the expectations of Board members including attendance- **Motion to: Accept by Donovan, seconded by Connie. CARRIED**

BIA Expansion Steering Committee Report – Stephen Bent reported on the positive meeting he and Andrew had with Municipal Finance staff and the CAO

regarding the BIA's intention to conduct a comprehensive feasibility study before initiating, if decided, the official process mandated by the Municipal Act.

Municipal Update

Information on Municipal Projects and Initiatives - Donovan Arnaud reported that the Economic Development Department is engaged in Program Review at the staff level that is expected to last until mid-Summer. The Economic Development Advisory Committee will not meet on June 14th as a result and it's rationale is also under review. If changes are made to the composition of the Advisory Committee it will not effect the BIA's membership on that Committee. Concern was expressed about the degree of lost opportunities this Review might cause.

Programming / Events – John Barclay presented his Executive Director's Report (Appended to these Minutes below)

Relationship Management

Board & Committee Development - The need for more Board members was confirmed and several names were discussed. John would like an additional Board member to Chair the ad hoc Events Committee.

Other Business -

- TODS Signage invoices were reviewed and the need for signs on County Road 43 were questioned. John will contact their representative to discuss canceling them.
- OBIAA Directors' and Officers' Insurance - John will investigate the costs associated with acquiring insurance through OBIAA membership as it is recommended and expensed through the Pop-Up Shop Program Budget.

Close of meeting *Motion to: Adjourn by Donovan, seconded by Connie*

Next Board of Management : June 21st, 2017 at 6pm in the North Grenville Library Program Room

Authorized by



Paul H. J. Cormier, Secretary of the Board of Management

OTK BIA Executive Director's Report – May17th, 2017

May/June Expenses:

- ≡ To approve: Downtown Business Flyer 5000 in pads of 100 - \$348.22, Design \$90
Teeny Tiny Summit in Merrickville (June 28) - \$32 (+HST)
- ≡ Payables: Kemptville Live Silver Sponsorship (\$750), April Management Services (\$1,864.50), photocopying (\$50)

Communicating with Members, Associate Members and beyond

- ≡ Continued development of the *Friends of Downtown* concept using social media and email newsletter.
- ≡ The “Old Town Weekly News” now reaches 324 subscribers with a 40% Open Rate resulting in an average of 2.5% click through rate (well above averages).
- ≡ Old Town Kemptville BIA Facebook page now has 1,745 "likes" (compare to NG Times at 1,755). Posts reach 900 to 1,200 regularly and our Facebook ads (boosting an event) result in much higher numbers (2,500 - 4,500)

Marketing for Members and Associate Members

- ≡ Facebook and Old Town Weekly News - Featured Member's promotional items regularly. First Paid ad - Dill Flower Shop Mothers' Day ad (\$10 placement X4)
- ≡ Continue to support member-initiated and member-run campaigns like Senior's Day and Easter Bunny Hop
- ≡ Promotion of Grand Openings and Re-Openings continue
- ≡ Revived a monthly BIA feature in the NG Times (supported by member advertising surrounding an article written by the ED)

Increasing Customer/Client Traffic and Filling Available Commercial Space

- ≡ Met with Don Munz & David Shanahan re Windows on the Past project
- ≡ Continued to develop the Downtown Pop-Up Shop Program. Waiting for confirmation letters from NG Eco Dev Dept and the OTK BIA.

Save these Dates:

May 15th to 19th - [CIBC's](#) 150th Anniversary Celebrations

May 13th to 27th - 29th Anniversary of [SuGold Jewellers & Giftware](#)

May 27th - [Kemptville Youth Centre's Celebrity Breakfast](#) from 8am to 11am

May 27th - [Kemptville Naturopathic Clinic](#) Grand Re-Opening from 1- 5pm

June 3rd - [Brewing Oasis](#) Grand Re-opening from 1 - 5 pm

June 3rd - [To Be Continued](#) Expansion Celebration - from 10am - 2pm

June 4th - Grand Opening of the [Kemptville Farmers' Market](#), noon to 4pm

June 9th - [Movie Night on the Green & The Dunk Tank Challenge](#) from 6 to 11pm

June 18th - 8th Annual [Show & Shine](#) from 9am - 3pm

Meetings

- ☞ Economic Development Advisory Committee
- ☞ Canada 150 Community Committee
- ☞ Kemptville Farmers Market
- ☞ BR+E Alliance Seminars
- ☞ OTK BIA Events Committee: re: Christmas, Easter and soon Festival Fan Campaign. Core group comprised of participating merchants. This Committee needs a BIA Chair, btw