



LEAMINGTON BIA Board Meeting *MINUTES*

Wednesday, June 2nd, 2021, 8:00a.m.

Electronic Participation

- 1) **CALL TO ORDER**– Chad Robinson called the meeting to order at 8:07 a.m.
Attendance:
Members of B.I.A. Board: Chad Robinson (Chair), Christie Reid (Vice Chair), Gerard Rood (Secretary), Shelly Gabriele Gale (Treasurer), Patricia Vance
Members of Council: Tim Wilkinson, absent Trevor Jones
Members of Administration: Maria Peters
Guests: Wendy Parsons (Chamber of Commerce), Michelle Fortier (Bank Theatre)
Absent: Chad Riley, Shawn Bodle
- 2) **DISCLOSURE OF PECUNIARY INTEREST** – None brought forward.
- 3) **APPROVAL OF MEETING MINUTES** – Chair Chad noted some minor grammar adjustments.
Moved by T. Wilkinson to adopt May 2021 minutes with edits. Carried.
- 4) **REPORT FROM COUNCIL REPRESENTATIVES**–Tim provided information on the police status with tenders being high cost. The Municipality is staying with OPP for now. Some significant improvements have been seen and Mayor MacDonald is continuing to seek more improvements. Chair Chad asked about B.I.A. Board helping with police. Tim outlined how the Police Service Board functions and is complex with province making changes this year or next year that may reduce representatives. Any individual can apply as a delegate to a meeting to bring forward any concerns or people can contact council members John Hammond and the Mayor that are on the Police Board.
Chair Chad asked about sewer works and possible Erie Street north closure. Tim advised that the street may be closed due to new changes in the work, and he will check with Rob Sharon. Chair Chad noted that the closure could be for 3 days on information that he saw.
- 5) **REPORT FROM THE CHAMBER**–Wendy reported that the COVID rapid test centre is set up at the Half Century Club. They have 47 businesses doing rapid test screening and look forward to more participating. She asked Maria to send out a reminder to B.I.A. members. There are window stickers that are coming and will be provided to businesses along with buttons for staff to wear that are doing testing. The golf tournament on June 16th has 80 to 90 registrants. They have “Kitchen Conversation” scheduled for June 23rd. On June 29th there will be a “Happy Hour” event for Canada Day. They hope to see more testing in the near future and there are 60 Chambers across Ontario that are participating in testing distribution with expansion to Chambers across Canada expected.
- 6) **REPORT FROM TREASURER** – Chair Chad asked if things going well with Katherine Albuquerque and Shelly responded that she is providing information but still one month behind. The April report that was circulated is similar to the previous report with only regular expenses. There have been no big expenditures. The May report will be presented at our next meeting. The sound system monthly fee is being paid for access to music. Email payments are being set up with a cap on amount. Big bills will still require cheques with two signatures.

7) NEW BUSINESS

- a) Chair Chad discussed Monthly Business Spotlight. He and Maria are working with Peter to do videos at \$20.00 each. He outlined the video composition and the format that has been organized. He asked about selection of businesses. Maria noted that it was discussed to make restaurants, salons, and dress shops a focus to offset the pandemic impacts. She has the list from last summer and the plan is to spread wider and getting more businesses done. We can narrow down which ones to focus on first. Chair Chad noted that Maria, Peter, and himself had worked on a video for Crave to get format setup done and will be released later after key promotions are out. Patricia asked about new owners of the Gallery Restaurant. Maria replied that new owners will be in place near end of July and plan is for a high end Indian restaurant with plans to enclose the patio with glass for year round access.
- b) Maria outlined the B.I.A. Bucks status and monthly promotional Give-a-way. She suggests a weekly promotion and add more businesses for variety. Chair Chad asked for any comments and no concerns brought forward with the Chair noting that he was in favour of the weekly program. Maria will proceed accordingly.
- c) Chair Chad spoke to the sound system noting that people were out yesterday at Crave and resolved a signal problem. The electrician is expected next week for the power install from interior to exterior. There was no problem at Devon House with signal. Maria noted that a power plug may be needed, and she is following up with the electrician. The owner is excited about the music being provided. Chair Chad suggested that okay to wait a few days for electrical work and no concerns were brought up.

8) REPORT FROM B.I.A. COORDINATOR – Maria reported that she had a meeting with Amy Saba from the Branding Loft regarding the Digital Main Street program. The grant was to hire a member to promote business. There are no grants now and some businesses have backed out. A final report is due on June 15th and Amy is working on it. Efforts are being made to use up remaining funds as any leftover has to be returned. There will be a third round and she asked if we wanted to apply again and if prepared to continue working with Branding Loft. Shelly noted that she is not aware of another company that would be interested and suggests continuing with Branding Loft. Chair Chad suggested doing research on how many businesses may be interested and noted that Amy had done a good job with a small intake this round. Maria noted that a lot of reporting has to be done and need for a lot of training. It would be a good incentive to stay with Amy. Chair Chad recommended that it would be good to apply for funding and unused amounts can be returned. New restaurants and businesses being sold may be interested and would be good to re-apply. No concerns were brought up. Maria will proceed with Amy and make another grant application to continue the program and will contact new owners of businesses that are being sold. Maria had no other information to present.

9) ADJOURNMENT – Moved by C. Reid to adjourn at 8:46 a.m. Carried.

Next Board Meeting set for Wednesday July 7th, 2021, at 8:00a.m.