

Downtown Goderich Business Improvement Area
MINUTES
BIA BOARD OF MANAGEMENT
Meeting #216 – April 13, 2021

1.0 ORDER: 6:06 pm via Zoom

PRESENT: Meeting Chair Elizabeth Van den Broeck, Ann McCauley, Shelley Peet, Brendan Sowerby, Clare Sutherland, Heather Boa, Councilor Trevor Bazinet, Mayor John Grace

STAFF: Susan Carradine, BIA Manager,

REGRETS:

ABSENT: Vicky Culbert, Dawn Allen, Tova Haziwar

GUESTS: Jenna Ujiye, Tourism and Community Development Coordinator, Town of Goderich

2.0 DISCLOSURE OF PECUNIARY INTEREST

2.1 None.

3.0 ADOPTION OF MINUTES AND APPROVAL OF AGENDA

3.1 Adoption of Minutes

Moved by: Shelley Peet

Seconded by: Mayor Grace

That the B.I.A Board hereby adopts the March 9, 2021 BIA Board minutes, hearing no errors or omissions, move to adopt as presented.

CARRIED.

3.2 Approval of Agenda

Moved by: Shelley Peet

Seconded by: Ann McCauley

That the B.I.A Board hereby accepts the April 13, 2021 Agenda, as presented.

CARRIED.

Downtown Goderich Business Improvement Area
MINUTES
BIA BOARD OF MANAGEMENT
Meeting #216 – April 13, 2021

4.0 NEW & GENERAL BUSINESS

BIA Board wishes to congratulate Shelley Peet on the 29th year anniversary of her store Something Irresistible.

4.1 See correspondence 9.0

4.2 Mayor requests additional items of new business be placed on Agenda.
(a) Mayor thanks Shelley Peet for joining the Ad Hoc Christmas Display and Decoration committee. Asks BIA to consider putting money towards Christmas décor.

See attached April 21, 2021 MEMO from Wanda Keith.

The memo speaks to a Festival of Lights "Goderich Shines" spectacle, where by new animated light displays would be purchased for Courthouse Park as part of a celebration event for Christmas 2021.

MOTION

Moved by: Shelley Peet

Seconded by: Ann McCauley

That the BIA Beautification Committee bring \$5,000.00 from reserves to partner with the Town of Goderich on the Christmas display project called "Goderich Shines" 2021. A Christmas décor program in Courthouse Park.

(b) Homelessness. Business community will likely see a higher presence of homeless individuals and Mayor suggests the Board invite Erin Schooley, Homelessness Programs Supervisor, County of Huron to come and talk to the BIA Business community.

We (Goderich) have a challenge in this area.

How do we (Goderich) meet this challenge?

Question from the Board. Have they considered extending the season of the shelter program? Question from Board. Why is Goderich at the centre of this issue?

Response. Because we (Goderich) are the regional centre and have the potential to help. Choices for Change, mental health outreach, hospital services, and food and shelter programs offered by the faith-based associations, are all located in Goderich. Question from Board. What is being done on the supportive housing front?

Downtown Goderich Business Improvement Area
MINUTES
BIA BOARD OF MANAGEMENT
Meeting #216 – April 13, 2021

4.3 Cannabis retail stores: permits issued for The Cannabis Guys at 34 Victoria St. N, and a permit has been issued for Miss Jones Cannabis Outpost at 394 Bayfield. True North Cannabis Co. is seeking approval from AGCO for a retail location at 4 Courthouse Square. Discuss.

5.0 BUSINESS ARISING FROM THE MINUTES

5.1

6.0 COMMITTEE REPORTS

6.1 Beautification

See 4.2

Next Meeting April 27, 2021

6.2 Advertising, Events and Programming

See 9.1

Next meeting May 4, 2021

6.3 Farmers' Market

Next meeting June 3, 2021

6.4 Open Square

How much do we pay artists for their work?

How do we select artists' work, how is it submitted?

Jenna Ujiye offered to share a sample contracts for artists.

Next meeting April 21, 2021

7.0 FINANCIAL REPORTS

7.1 Moved by: Ann McCauley

Seconded by: Shelley Peet

To approve the financial statements for the period ending February 28, 2021.

CARRIED

8.0 REPORTS

8.1 BIA Manager - Report.

BIA Board of Management

Minutes

April 13, 2021

Downtown Goderich Business Improvement Area
MINUTES
BIA BOARD OF MANAGEMENT
Meeting #216 – April 13, 2021

Receive and file.

8.2 Municipal & Marine Heritage Committee Report
No report. Vicky is not in attendance tonight

9.0 CORRESPONDENCE RECEIVED

9.1 Email correspondence dated March 3, 2021 from Leila Goreil, marketing Coordinator, regarding BIA Advertising Opportunities with Parkbridge (The Bluffs at Huron and Huron Haven).

ACTION ITEM: BIA Advertising Committee to reach out and respond in a positive manner, offering opportunities to work together.
Is there an opportunity here for more sponsorships like a Farmers' Market sponsor. For example: "This weeks' market is sponsored by……" idea. Parkbridge offers housing for many potential customers of ours.

9.2 Cycling Strategy. Cycling Tourism Email correspondence dated March 9, 2021.

ACTION ITEM: Manager to ask Con Melady to the next BIA Board meeting.

Additional discussion:

ACTION ITEM: BIA Manager to work with Brendan Sowerby on the G2G signage and pamphlets on downtown Goderich to be placed in bags offered to folks who rent bikes in Blyth.

Jenna Ujiye mentions the signage and wayfinding project

Signage from waterfront to the square.

Clare Sutherland recommends butterfly scenes. Discuss the importance of paying artists for their work. Referenced to murals.

Jenna Ujiye offers to share some examples of artist contracts.

9.3 Email from Denata Stanbury dated March 30, 2021. Offer to donate eight bicycle stands for the square.

Board thanks Denata for her generous offer.

ACTION ITEM: BIA Manager to speak with Sean Thomas Director of Operations to see how this can be done. Suggest bike racks be placed at the mid-way point on the sidewalk of each of the eight quadrants in downtown core.

Downtown Goderich Business Improvement Area

MINUTES

BIA BOARD OF MANAGEMENT

Meeting #216 – April 13, 2021

10.0 UNFINISHED BUSINESS

10.1 Enhancing back alleyways and secondary thoroughfares, through Beautification and Public Art

10.2 BIA Advertising Events and Programming Committee requires a Chair

10.3 Music in the square

11.0 POSSIBLE CLOSED B.I.A BOARD MEETING MATTERS

11.1 BIA Managers' Contract for 2021

MOTION

Moved by: Shelley Peet

Seconded by: Brendan Sowerby

That the Board move into closed to discuss the Managers' contract for 2021.

MOTION:

Moved by: Brendan Sowerby

Seconded by: Shelley Peet

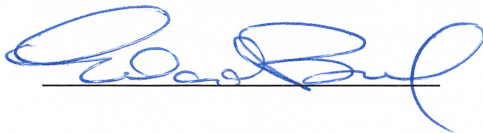
That the Board move out of closed.

12.0 ADJOURNMENT:

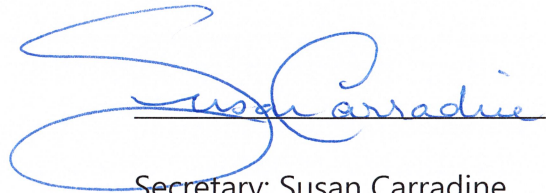
Moved by: Shelley Peet

Seconded by: Clare Sutherland

That the Goderich Business Improvement Area Board of Management does now adjourn at 7:30 p.m.



Meeting Chair: Elizabeth Van den Broeck



Secretary: Susan Carradine

NEXT MEETING

Tuesday May 11, 2021 at 6:00 pm via Zoom.

Memo



TO: Mayor Grace and Members of Council
FROM: Wanda Keith, Festivals & Special Events Coordinator and
Jenna Ujiye, Tourism and Community Development Officer
DATE: April 21, 2021
RE: Ad Hoc Christmas Decoration and Display Committee Final Report

PURPOSE

To provide Council with the final report from the Ad Hoc Christmas Decoration and Display Committee

RECOMMENDATION

THAT Goderich Town Council receive this report for information;

AND FURTHER THAT Goderich Town Council approve the suggested transfer of \$22,730.00 from the Festival of Lights Reserve Fund, with a subsequent request to transfer \$10,000 from the Contingency Reserve for the 2021 Christmas Decoration and Display Plan;

AND FURTHER THAT Goderich Town Council provide approval for Town staff to submit a grant request to the RTO4 Shareable Moments initiative for \$9,000.

BACKGROUND

The Ad Hoc Christmas Decoration and Display Committee met three times in March and came up with an ambitious, cohesive plan under the theme "Goderich Shines." The cost of the proposed items for the success of the 2021 plan totals \$44,230.00, with a request for an additional \$10,000, if required for supply chain cost increases or additional items.

Proposed funding sources for this plan are suggested as follows:

2021 Festival of Lights Decorations Budget	\$16,500.00
Goderich BIA Contribution	\$ 5,000.00
Transfer from Festival of Lights Reserve Fund	\$22,730.00
TOTAL	\$44,230.00

The additional \$10,000 request to be funded from Contingency Reserve, if required

The impact on the Festival of Lights Reserve Fund is as follows:

Festival of Lights Budgeted Reserve Fund Balance	\$33,454.16
Proposed additional transfer out to fund this plan	\$22,730.00
REVISED FESTIVAL OF LIGHTS FUND BALANCE	\$10,724.16

To assist with this financial undertaking, staff could make application to the RTO 4 Shareable Moments Grant program if announced that they are continuing with this initiative in 2021, for \$9,000.00.

The attached report outlines in detail and demonstrates the committee's vision and focus areas for this project.

Respectfully submitted,

Wanda Keith, Festivals & Special Events Coordinator
Jenna Ujiye, Tourism and Community Development Officer

Memo reviewed by:

Janice Hallahan	Chief Administrative Officer
Deanna Hastie	Treasurer
Andrea Fisher	Clerk/Planning Coordinator