

Downtown Goderich Business Improvement Area
MINUTES
BIA BOARD OF MANAGEMENT
Meeting #214 – February 9, 2021

1.0 ORDER: 6:05 pm via Zoom

PRESENT: Meeting Chair Elizabeth Van den Broeck, Clare Day, Ann McCauley, Shelley Peet, Vicky Culbert, Councilor Trevor Bazinet, Dianne Brittain, Dawn Allen, Tova Haziwar, Brendan Sowerby, Mayor John Grace

STAFF: Susan Carradine, BIA Manager,

REGRETS:

ABSENT: Heather Boa

GUESTS: Jenna Ujiye, Tourism and Community Development Officer, 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: Dawn Allen
Seconded by: Shelley Peet

That the B.I.A Board hereby adopts the January 12, 2021 BIA Board minutes, hearing no errors or omissions, move to adopt as presented.

CARRIED.

3.2 Approval of Agenda

Moved by: Vicky Culbert
Seconded by: Ann McCauley

That the B.I.A Board hereby accepts the February 9, 2021 Agenda, as presented.

CARRIED.

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4.0 GENERAL BOARD BUSINESS

4.1 BIA Board of Management. The vacancy has been filled with two new members. Board is pleased to welcome Dianne Brittain, co-owner of Winstons Men's Wear and Tova Haziwar owner of Tovally Vintage. Thank you for stepping up.

4.2 Lianne Pollard, becomes the Digital Service Squad representative for Goderich, ON. Lianne takes over for Cole Nicholson who has accepted the position of Coordinator for the new County of Huron B R & E project. Huron County Digital Main Street project is extended to March 2021.

5.0 BUSINESS ARISING FROM THE MINUTES

5.1 ACTION ITEM: BIA Manager to forward new contact information and a note regarding the Digital Main Street Coordinator for Goderich. See 4.3

5.2 Status of the grant application by Town of Goderich to purchase a light projector and sound equipment for the Courthouse Square.

Board welcomes Jenna Ujiye. Ms. Ujiye advises the Board the grant will not cover capital expenses; they are researching a sound solution for the future. Projector; receiving no answer back on the grant for this project, they were able to use some of their own budget and purchase a projector. It is to be installed on the 17th or 18th of next week, they expect to use it as a pilot project for the County. The projector will shine images out on to the South Street plaza. Ms. Ujiye noted there is the potential to project movies. Board member Tova Haziwar asks how submissions for images artwork are being handled. How to connect.

Ms. Ujiye updates the Board on the Shop Goderich program. They have hired Avery Greaves. Avery is reaching out to all businesses to collect content and stories. She is keeping up a database on the campaign. Jenna tells the Board they can also expect to see take an Instagram take over campaign using Instagram influencers.

6.0 COMMITTEE REPORTS

6.1 Beautification
No report.

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6.2 Advertising, Events and Programming

BIA Advertising Committee requires a Chair. Board Chair Elizabeth Van den Broeck puts out a request for member to fill this important position.

6.3 Farmers' Market

No report.

6.4 Open Square

No report.

7.0 FINANCIAL REPORTS

7.1 Moved by: Ann McCauley

Seconded by: Vicky Culbert

To approve the financial statements for the period ending January 31, 2021.

CARRIED

8.0 REPORTS

8.1 BIA Manager - Report.

Receive and file.

8.2 Municipal & Marine Heritage Committee Report

Report received with thanks. Please note Heritage Day is February 15, 2021

9.0 CORRESPONDENCE RECEIVED

9.1 Lori Rounds, Tax Collector for the Town of Goderich, has updated the BIA listing with the new assessments for 2021. If the same rate is used that was set in 2020 the levy raised for 2021 would be \$127,343.10 which is an increase of \$ 1,883.20 over the 2020 levy.

9.2 January 2021 Email from Janette MacDonald of #Shift Your Spend and Fight Unemployment group. Power Point presentation shared with Board under separate email.

Outcome: Board is interested to hear more about this project.

ACTION ITEM: BIA Manager shall invite Janette MacDonald to the next BIA Board meeting

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9.3 Email from Devin Horton, Business Adventure via email on request from Councilor Trevor Bazinet to add to Agenda for Board meeting.

ACTION ITEM: BIA Manager to reach out and speak with Mr. Horton.

10.0 NEW BUSINESS

10.1

11.0 UNFINISHED BUSINESS

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

11.2 BIA Advertising Events and Programming Committee requires a Chair

12.0 POSSIBLE CLOSED B.I.A BOARD MEETING MATTERS

12.1 None

NEXT MEETING

Tuesday March 9, 2021 at 6:00 pm via Zoom.

13.0 ADJOURNMENT:

Moved by: Shelley Peet

Seconded by: Dawn Allen

That the Goderich Business Improvement Area Board of Management does now adjourn at 6:37 p.m.

Meeting Chair: Elizabeth Van den Broeck

Secretary: Susan Carradine