

Downtown Goderich Business Improvement Area
MINUTES
BIA BOARD OF MANAGEMENT
Meeting #215 – March 9, 2021

1.0 ORDER: 6:00 pm via Zoom

PRESENT: Meeting Chair Elizabeth Van den Broeck, Ann McCauley, Shelley Peet, Vicky Culbert, Dawn Allen, Tova Haziwar, Brendan Sowerby, Mayor John Grace (7:00 pm)

STAFF: Susan Carradine, BIA Manager,

REGRETS: Trevor Bazinet, Dianne Brittain, Clare Day

ABSENT: Heather Boa

GUESTS: Janette MacDonald of Shift Your Spend and Fight Unemployment

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: Vicky Culbert
Seconded by: Dawn Allen

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

CARRIED.

3.2 Approval of Agenda

Moved by: Ann McCauley
Seconded by: Shelley Peet

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

CARRIED.

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4.0 NEW & GENERAL BUSINESS

4.1 Board Chair Elizabeth welcomes Janette MacDonald from Shift Your Spend. Funding is made possible by a partnership of Fight Unemployment, Community Futures Huron and Fed. Dev.

Program: ten or more businesses will receive a free Granular analysis. With data they can establish metrics and benchmarks for the community and County as a whole. Each participating business will receive a five-year snapshot of their finances from 2018 through to 2022. Financial data will be hosted on a secure site and accessible by granular. The program allows for gap analysis and is primarily for retail, restaurants and salons.

Board thanks Janette for attending tonight.

4.2 Manager requests that the Board review the BIA committee listing and ensure they are listed on the Committee for which they wish to serve.

4.2 Vicky Culbert informs the Board she must leave at 6: 45 pm.

5.0 BUSINESS ARISING FROM THE MINUTES

5.1 This summer consider retention of customers and positive experiences for visitors. Appeal to all 5 senses.

6.0 COMMITTEE REPORTS

6.1 Beautification

Chair thanks Shelley for her report. Discussion on new containers, moving forward with enhancing the park for summertime with twinkle lights and replacing, refurbishing or fixing lamp posts on the square that have severely damaged bases. See the post outside Finchers Book Store as an example.

6.2 Advertising, Events and Programming

Spring print advertising program has been designed and is rolling out in three full page ads. Postmedia has also posted an online advertorial in conjunction with the shop local spring advertising. Online advert is called "This Spring, Shop Local and Win" Focused on promoting the Shop Goderich Facebook page

6.3 Farmers' Market

The market will be set up in the same format as last year with three mini sites.

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6.4 Open Square

Chair thanks Dawn for her report. Committee is working on four seasonal events, but the focus will be on one project being the Fire and Ice Festival planned for February 2022.

7.0 FINANCIAL REPORTS

7.1 Moved by: Dawn Allen

Seconded by: Ann McCauley

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

CARRIED

8.0 REPORTS

8.1 BIA Manager - Report.

Verbal report.

8.2 Municipal & Marine Heritage Committee Report

No report.

9.0 CORRESPONDENCE RECEIVED

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

10.0 NEW BUSINESS

10.1 Mayor John Grace discusses bringing piped music or "sound" to the square.

BIA Manager is requested to follow up with Pete Meades and Mark Hussey to ask for their expertise and help in sourcing equipment and resources.

There will be a meeting for Town of Goderich restaurants/café owners on March 31, 2021 at 9:30 am via Zoom. To discuss the proposal for the operation of patios in the Town of Goderich to help support local business and collaborate on outdoor patio space.

11.0 UNFINISHED BUSINESS

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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 April 13, 2021 at 6:00 pm via Zoom.

13.0 ADJOURNMENT:

Moved by: Shelley Peet

Seconded by: Brendan Sowerby

That the Goderich Business Improvement Area Board of Management does now adjourn at 7:37 p.m.

Meeting Chair: Elizabeth Van den Broeck

Secretary: Susan Carradine