

**Downtown Goderich Business Improvement Area**  
**MINUTES**  
**BIA BOARD OF MANAGEMENT**  
**Meeting #213 – January 12, 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, Kim Postma, Dawn Allen, Heather Boa.

**STAFF:** Susan Carradine, BIA Manager,

**REGRETS:** Mayor John Grace

**ABSENT:** Brendan Sowerby

**GUESTS:**

**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: Dawn Allen

That the B.I.A Board hereby adopts the November 10, 2020 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 January 12, 2021 Agenda, as presented.

CARRIED

**Downtown Goderich Business Improvement Area**  
**MINUTES**  
**BIA BOARD OF MANAGEMENT**  
**Meeting #213 – January 12, 2021**

**4.0 GENERAL BOARD BUSINESS**

4.1 BIA Board of Management

A seat has become available on the board; following the resignation of Anne Ferguson in December 2020.

ACTION ITEM: BIA manager is asked to reach out to interested individuals.

The Advertising Committee requires a Chair. Meeting Chair asks board members to consider taking on the position. Advertising plays a key role in and promotion is one of the two mandates of the Goderich BIA.

**5.0 BUSINESS ARISING FROM THE MINUTES**

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

BIA Board approved a motion to partner on the project with \$5,000.00 in funding from BIA Festivals and Events budget. See MOTION from November 10, 2020 minutes, section 8.1

ACTION ITEM: BIA Manager to follow up with Jena Ujiye, Tourism Coordinator to ask for a status report on the grant application projector and sound equipment.

**6.0 COMMITTEE REPORTS**

6.1 Beautification

The Grey Haven Gardens invoice for the 2020 winter season décor was a little more than what we traditionally spend but we had to replace a number of items. The committee has a meeting in February, primary objective of this year will be to focus on completing current beautification projects for the downtown core.

6.2 Advertising, Events and Programming

What do businesses in the BIA want? BIA considers reaching out to members with a simple question. What can we (BIA) do to help you the most?

Discussion about a unique digital event. A photo challenge shared on Instagram or Facebook. A rainbow in dreary times. A snowflake hunt. Hide the snowflake in your website or in your front window or on your Facebook pages.

Ask businesses are you digital or physical? Winning basket can be filled with February festivities like a game, a paint by numbers, a puzzle, a "snuggle" basket.

**Downtown Goderich Business Improvement Area**  
**MINUTES**  
**BIA BOARD OF MANAGEMENT**  
**Meeting #213 – January 12, 2021**

6.3 Farmers' Market  
No report at this time.

6.4 Open Square  
New event where businesses shared their space with local artists. Artisan Market called Artisan Crawl ran Saturdays in December – December weekend weather was not great', but all reports back were pretty positive. Looking to continue to work this event into weekends. Nicer months artist could be outside. Board wishes to thank Tova for her time and talent in creating the poster for the Artisan Crawl.

**7.0 FINANCIAL REPORTS**

7.1 Moved by: Vicky Culbert  
Seconded by: Dawn Allen

To approve the financial statements for the period ending December 31, 2020.

CARRIED

**8.0 REPORTS**

8.1 BIA Manager - Report.  
Sent in a separate email to BIA Board.

8.2 Municipal & Marine Heritage Committee Report  
Verbal report received with thanks.

**9.0 CORRESPONDENCE RECEIVED**

9.1 None

**10.0 NEW BUSINESS**

10.1 Brought forward by Ann McCauley on behalf of business member.  
Getting Vaccines (Covid) people coming downtown to get their shot. Pharmacies would likely be where folks would come to get the vaccination.  
Sidewalks, BIA conduct a review of problem areas to see how they can be improved, in the short term.  
Board members not able to meet in ad hoc capacity to work on a new idea, event or project without calling the meeting with 10 days' notice, agenda, notice of meeting and so on. Mentioned that the County meets in ad hoc capacity. Is the BIA not able

**Downtown Goderich Business Improvement Area  
MINUTES**

**BIA BOARD OF MANAGEMENT**

**Meeting #213 – January 12, 2021**

to meet in an ad hoc capacity when a new idea for an event or project comes up at a Board meeting?

ACTION ITEM: BIA Manager to reach out to Town Hall and ask for guidance.

**11.0 UNFINISHED BUSINESS**

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

**12.0 POSSIBLE CLOSED B.I.A BOARD MEETING MATTERS**

12.1 None

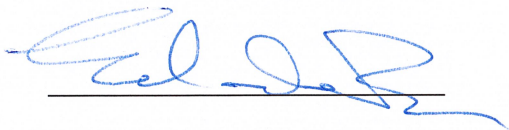
**NEXT MEETING**

The next BIA Board meeting will be held on Tuesday February 9, 2021 at 6:00 pm via Zoom.

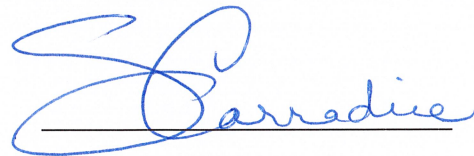
**13.0 ADJOURNMENT:**

Moved by: Ann McCauley  
Seconded by: Shelley Peet

That the Goderich Business Improvement Area Board of Management does now adjourn at 6:38 p.m.



Meeting Chair: Elizabeth Van den Broeck



Secretary: Susan Carradine