

Downtown Goderich Business Improvement Area
MINUTES
BIA BOARD OF MANAGEMENT
Meeting #217 – May 11, 2021

1.0 ORDER: 6:03 pm via Zoom

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

STAFF: Susan Carradine, BIA Manager

REGRETS: Clare Sutherland

GUESTS: Welcome: Lynn Beatty, Social Media Specialist and Market Coordinator for the Goderich BIA and 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: Heather Boa
Seconded by: Dawn Allen

That the B.I.A Board hereby adopts the April 13, 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 May 11, 2021 Agenda, as presented.

CARRIED.

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4.0 NEW & GENERAL BUSINESS

4.1 Welcoming Lynn Beatty to the Goderich BIA.

Lynn recently worked with the Walkerton BIA where she created marketing and promotional materials, maintained their social media accounts and managed communication and before that Lynn worked with the Lake Huron Learning Collaborative for seven years as their coordinator, doing market analysis, establishing objectives, and operational plans. She also designed and maintained the website. Lynns' positive character and outgoing personable nature lend an energy to her position with the BIA. We are so pleased Lynn has joined us.

4.2 The Board has decided it would be a great team building exercise if our next meeting was a PROM night, or a multicultural experience or just a fun night. Decided – June meeting will be a dress up night. Bring on the Prom.

5.0 BUSINESS ARISING FROM THE MINUTES

5.1

6.0 COMMITTEE REPORTS

6.1 Beautification

Committee Chair Shelley Peet covered the following topics under new projects in the works or underway.

Mural Project on the retaining wall, in cooperation and in discussion with Sean Thomas, Mayor Grace and Jenna Ujiye.

Art installation in Courthouse Park. A standalone art piece which can be used as a "selfie" moment. Say thank you for visiting geared around diversity.

Plan around a monarch butterfly theme. Tova would like to submit artwork for the mural project. Board Chair Elizabeth suggested she chat with Beautification Committee.

6.2 Advertising, Events and Programming

In the absence of a Chair for this committee the BIA Manager invited Heather Boa to take this time to describe the new outreach project the Huron Chamber is working on. Rapid testing kits which help to identify asymptomatic clients will be made available to small businesses. They will be able to pick them up at The Livery Theatre building where Heather Boa and the Huron Chamber have organized all the necessary details around training, orders, pick up follow up and paperwork. The rapid tests are given to be 95% accurate. This program is estimated to run for the

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next six to eight months. A portal will be open May 17th for small business (under 150 employees) to order the kits and book a time to pick up their orders. Open from Mon – Fri 10am to 3pm

6.3 Farmers' Market

Committee moving forward with planning the markets. Subject to Provincial regulations and extensions of the Stay-at-Home order. Best case scenario plan is to open June 5th likely opening date is June 12th.

6.4 Open Square

Committee Chair Dawn Allen speaks on the following topics and events.

Fire and Ice Festival to be held Saturday February 5th, 2022

To incorporate the evening program into the Winterfest activities.

Committee will begin to write an elevator pith.

Discussed closing the square but felt due to the snow removal issues they will not close the square

7.0 FINANCIAL REPORTS

7.1 Moved by: Vicky Culbert

Seconded by: Dawn Allen

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

CARRIED

8.0 REPORTS

8.1 BIA Manager - Report.

Receive and file.

8.2 Municipal & Marine Heritage Committee Report

Receive with thanks.

9.0 CORRESPONDENCE RECEIVED

9.1 Goderich BIA Board wishes to thank Denata Stanbury owner of 360 Bikes N Boards for her kind donation of eight bicycle stands for the square. A letter from Goderich BIA has gone to Council requesting permission to install.

We should be able to report back in June

10.0 UNFINISHED BUSINESS

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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

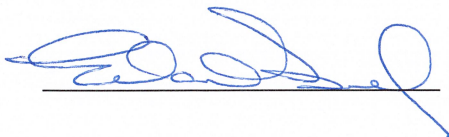
That the Board move out of closed.

12.0 ADJOURNMENT:

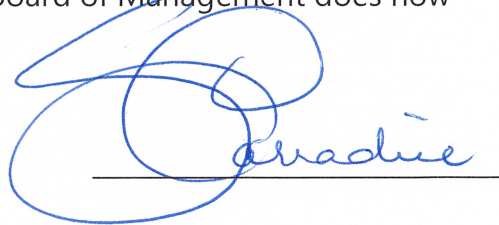
Moved by: Shelley Peet

Seconded by: Brendan Sowerby

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 June 8, 2021 at 6:00 pm via Zoom.