



CBIA
Board of Directors meeting minutes
Monday, July 27 2020
Old Mill Park

Present:

President:

Vice-President: Eva Allaire ✓

Past President: Adrienne Towns ✓

Administration: Courtenay Masters ✓

Council Rep: Rosemary Kelleher-MacLennan ✓

Municipal Liaison: Kira Mees ✓

Directors present: Kathy Chamberlain, Barb Dankmeyer

Guests: Adam Leveque (52 North)

1. Call to order

Vice President Eva Allaire called the meeting to order at **6:04 p.m.**

2. Approval of the agenda

A motion was made to approve the agenda

Moved by: Adrienne Towns

Seconded by: Rosemary Kelleher-MacLennan

Motion Carried

3. Disclosure of Pecuniary Interest

Nothing to disclose

4. Treasurer's Report

A motion was made that the Treasurer's Report Budget Variance Report for the period ending June 30 2020 be received for information

Moved by: Adrienne Towns

Seconded by: Barb Dankmeyer

Motion Carried

5. Municipal update

Kira Mees provided the following updates:

- The stamped concrete at Town Square has been reported to Nicholson Bros.
- 5 new lights and poles have been installed in town this past year for a total of \$30,000. The Municipality is hoping to budget for 3 additional ones next year.
- The County project for the rehabilitation of the bridge potentially includes the black railing. This project has now been tendered.
- The Trees to replace the ones removed last year are still being looked into. **Action: Kira**
- It was suggested to leverage the Chamber Dollars in conjunction with the BIA dollars to get more in advertising. Courtenay to coordinate with Nancy Allanson on current initiatives. **Action: Courtenay**

6. General Business

Ideas that were discussed:

Local advertising:

- Brighton Radio station (100.9) – Get quote on campaign options for the Fall and Christmas. **Action: Courtenay**
- Direct Mailers – Kira to provide number of residents in the community and Courtenay to obtain printing quote. **Action: Kira and Courtenay**
- Trent Hills Tribune – Get quote for advertising. **Action: Courtenay**
- Music in the square – determine if speakers can be installed in town square. **Action: Kira**

- Farmer's Market – have a spot at the market for a BIA representative to be available to talk about local businesses and store locations. The tri fold pamphlet would be good to hand out.
- Decorating downtown for Fall and Christmas – get a quote from Caroline's Organics and Earth Angel if they are interested. **Action: Courtenay**
- Sidewalk Chalk Contest – to encourage shopping local
- Coupon for local shopping i.e. spend X in a store and get Y in BIA Bucks or something similar.
- Get quotes on new website to be created – Eva Allaire to provide a contact for someone she knows. **Action: Eva and Courtenay**

It was noted that 52 North did not receive a public welcome from the BIA or the Chamber, Kira Mees will coordinate for August 4th at 11 am. Rosemary Kelleher-MacLennan will attend on behalf of the BIA.

Additionally, the new ice cream shop "Ice Cream Café" should be presented a certificate and welcomed to the BIA. **Action: Kira and Courtenay**

7. Date of Next Meeting

Monday, August 17th 2020 @ 6:00 pm

8. Adjournment

7:17 pm