 Meeting #1-21

Tuesday January 19, 2021

5 pm Zoom from home

**Minutes**

**Attendees- Jim Hupka Aldo Ruberto Brian Schroeder Bill Scollie Brian Hamilton**

**Recording- Raechel Reed**

1. Meeting called to order at 5:14 pm – Moved Brian Hamilton second Jim Hupka Approved

2. Approval of Agenda – Moved Jim Hupka Second Aldo Ruberto Approved

3. Approval of Minutes (Nov. 17) – Moved Bill Scollie Second Brian Hamilton Approved

4. Approval of Finances- Moved Jim Hupka Second Aldo Ruberto Approved

5. Standing Items – Updates:

* + Safety and Security ( Aldo & Brian S) – Camera Placements have been identified and recommended that Hi Res PTZ Cameras should be put in place and Owners approached to get their feedback

Noticed that there isn’t as much traffic out front of Victoriaville and the Bargain Shop. That is a good sign

* + Marketing and Promotions ( Brian H & Raechel) – Strategic Planning should be talked over the next few months and what the plans are going forward for the FWBIA

A rebrand is really important and should think about revisiting the 5 website developers that we asked for a quote from last year.

See what kind of interest there is for Murals when the snow melts maybe we can get a campaign going suggest Brian H

* + Beautification (Jim H & Bill Scollie) – The lady that does the Garland and wreaths will be taking them down the week after Valentine’s Day. They make such a big a difference down town

Other BIA’S in southern Ontario have a lot of great ideas when it comes to Winter Events. Sculptures create such a cool vibe we should look into adopting some of these concepts for our area.

What is the schedule for the take down of the deer in the park? Jim says usually around March break but will leave the lights up so we don’t have to touch them all year and waste all those man hours.

6. Amended Budget Submission

* The Budget meeting with City Council will be held on Wednesday Jan 27th between 5- 11 pm on Microsoft Teams. They will be sending the link 45 minutes prior for preparation.
* It’s in the members and boards best interest to reduce our Budget ask by 50% making it a total of $60 000 opposed to $120 000. As it stands today there is $131 000 in the bank including the last installment from the City of $30 000. This puts us in a good position to allow us to continue with future projects and events without any hassle said Bill Scollie.

Amended Budget Submission was prepared and presented to the board.

Tax Levy

Administration - payroll, audit and outside contracts $ 17 500.00

Construction and Beautification $ 12 500.00

$ 30 000.00

City Contribution

Construction and Beautification $ 17 500.00

Media – social, website media events $ 9 000.00

Administration – fixed $ 4 500.00

Administration – other $ 4 000.00

$ 30 000.00

**Total Budget Request for 2021 $ 60 000.00**

**Motion to approve amended budget submission**

Moved by Bill Scollie, Second by Jim Hupka

Approved Unanimously

7. Board Vacancy – We need to fill a minimum of 2-3 seats on the board. It would be great to get representation from each business block.

**Action:** Raechel to put out in a Newsletter that we are actively looking for 2 new board members to join the Board of Directors.

8. Next Meeting- Feb.17 at 5pm

9. Motion to Adjourn Moved by Brian Schroeder Second Jim Hupka Approved