 **MINUTES**

**Board of Management Meeting March 14, 2023 Meeting No: 03-2023**

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| **Present Regrets** | **Absent** |
| Dr. Brian Schroeder- Chair | Tony DiPaolo | Scotia Kauppi |  |
| Katrina O’Neill, Treasurer |  | Brian Phillips |  |
| Rajni Agarwal- Councillor |  | Kari Audziss |  |
| Jackie Laderoute |  |  |  |

Recording: Raechel Reed – Administrative Coordinator

Minutes:

| Item | Description | Action  | Responsibility |
| --- | --- | --- | --- |
| 1.0 | Meeting called to order at 5:07 pm no disclosure of interest  |  |  |
| 2.0 | APPROVAL OF AGENDA**Motion- 10- 2023**Motion to approve Agenda 03-2023**Moved by: Katrina O’Neill Seconded by: Councillor Agarwal** |   CARRIED |  |
| 3.0 | APPROVAL OF MINUTES**Motion- 11- 2023**Motion to accept and approve Meeting minutes No: 02-2023**Moved by: Councillor Agarwal Seconded by: Katrina O’Neill** | CARRIED |  |
| 4.0 | BUSINESS ARISING FROM PAST MINUTES4.1 TBAY Modular Floors – sponsorshipWill come up with a strategy that promotes and advertises all downtown businesses.4.2 Advertising – Kari Audziss from Dougall Media was not able to attend the meeting.4.3 Earth Day and down town market – There just isn’t enough time, resources or help to execute it properlyThe following year the board can be better prepared and plan for a big spring event. | DISCUSSIONDEFERDISCUSSION |  |
| 5.0 | COMMITTEE REPORTS5.1 Financial and Treasurer’s Report- Katrina O’NeillApproval of February Financials | DEFER |  |
|  | 5.2 BEAUTIFICATIONFlowers- Quote from Creekside Nursery presented.Conservatory stopped providing the BIA’s flowers a few years ago Bill Martin’s provides and plants the flowers for the Waterfront as they are in the areaCoordinator to follow up with the remaining quotes. | DISCUSSIONACTION | COORDINATOR |
|  | 5.3 SAFETY AND SECURITY UPDATEConfirm the contract is up and once the new board begins they can decide on moving forward with it. | DISCUSSION |  |
|  | 5.4 MARKETING AND PROMOTIONS a) Event planning b) Advertising – Digital marketing is more trackable so you can measure how effective your campaigns is and can add more money to increase audience reach with less hassle and it cost the fraction of the price  | DEFERDISCUSSION |  |
|  | 5.5 REVITALIZATION COMMITTEE UPDATE The revitalization committee would like to present to the membership the next steps in the demolition of Victoriaville and would like stakeholders to attend. It would be in a come and go type open house event Ask them if these dates will work March 28th 29th and April 4th and 5th between 4-7 pm.  | DEFERACTION | COORDINATOR |
|  | 5.6 COORDINATOR’S REPORT- correspondence provided | DISCUSSION |  |
| 6.0 | NEW BUSINESS6.1 Working on a strategic plan soon. Send out a survey to the membership and get their input on, what are the areas that need more focus, how the BIA can support and advocate for our membership.What’s more important to their business?Safety and SecurityBeautificationHelp with funding and Grants and incentivesMarch 31st deadline  | ACTION | COORDINATOR |
| 7.0 | NEXT MEETINGApril 11th at 5pm in the BIA \Office |  |  |
| Meeting adjourned at: 7:05 PM  |