 **MINUTES**

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

|  |  |  |  |
| --- | --- | --- | --- |
| **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 MINUTES  4.1 TBAY Modular Floors – sponsorship  Will 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 properly  The following year the board can be better prepared and plan for a big spring event. | DISCUSSION  DEFER  DISCUSSION |  |
| 5.0 | COMMITTEE REPORTS  5.1 Financial and Treasurer’s Report- Katrina O’Neill  Approval of February Financials | DEFER |  |
|  | 5.2 BEAUTIFICATION  Flowers- 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 area  Coordinator to follow up with the remaining quotes. | DISCUSSION  ACTION | COORDINATOR |
|  | 5.3 SAFETY AND SECURITY UPDATE  Confirm 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 | DEFER  DISCUSSION |  |
|  | 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. | DEFER  ACTION | COORDINATOR |
|  | 5.6 COORDINATOR’S REPORT- correspondence provided | DISCUSSION |  |
| 6.0 | NEW BUSINESS  6.1 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 Security  Beautification  Help with funding and Grants and incentives  March 31st deadline | ACTION | COORDINATOR |
| 7.0 | NEXT MEETING  April 11th at 5pm in the BIA \Office |  |  |
| Meeting adjourned at: 7:05 PM | | | |