**MEAFORD B.I.A.**
**Minutes of Board of Management Meeting**
**December 9, 2011 - 8 a.m.**
**Eggcitement Bistro**

**Present:** Dave Deighton, Fred Kennedy, Library Rep.; Doris Lajoie, Barry Altman, Richard Morris, Samantha McIness, Dave Glass, Chair and Heather Handy, Manager
**Regrets:** Mike Doherty, Barb Clumpus

1. David Glass called the meeting to order at 8:00 a.m.

2. Approval of Agenda – Add under New Business – 2nd Place Winner Dragon's Den Competitor Opened; Thornbury Billboard

3. **Approval of Minutes –**
   Moved by: Barry Altman Seconded by: Richard Morris
   "That the Minutes of November 11, 2011, be approved." Carried.

4. **Disclosure of Pecuniary Interests** – nil

5. **Correspondence** – Ontario Business Improvement Area Association – Membership Application Received for 2012 – what are key benefits? Tabled until next meeting

6. **Business Arising from Minutes November 11, 2011 Minutes**
   - **Meaford 22nd Annual BIA Christmas Window Unveiling – Saturday, November 19, 2011 Theme – "All I Want for Christmas"** David Glass thanked Heather for being Event Coordinator for 2011 and congratulated her on a great evening being organized. Summary of Evaluations (attached to Minutes) received was distributed and preliminary discussion was had.
     - Santa very successful at Rice's Hardware and had over 160 candy canes distributed.
     - Would try to see if ATV or Tractor could be arranged to pull surrey for future events
     - Battery Pack needs for music/lights should be considered to be purchased. Dave Deighton has a heavy duty one that he offered to be borrowed.
     - Discussion re keeping same time in November, 2012

     ** It was agreed by everyone present that we keep the same time in November and it is a celebration of Window Unveiling or pre-Christmas Street Party hosted by the Business and Services in the Meaford B.I.A. with Santa arriving to light the tree and greet the families.
     ** Heather to add in Summary of Evaluation under Verbal Recommendation for 2012
     "That all businesses and services remain open in 2012, if at all possible, to host the residents and visitors to Meaford for a pre-Christmas event.
     **Recommended to further discuss summary; date and possible theme will be decided at next meeting. This is required for advertising purposes in the various area booklets.

**ACTION:** Samantha to contact Jane Elzby, Chair of Farmer's Market to get ideas of how the surrey can be used to benefit the B.I.A. and Farmer's Market on Friday's during the Market period.

- Update Courtesy Tickets – Heather contacted Holly Hynes, Municipal Law Enforcement Officer, Municipality of Meaford to ascertain decision about incorporating a 'courtesy ticket' for two hour parking – email stating briefly mentioned and will follow up next week with Laurie Mitchell and Rob Armstrong

**ACTION:** Heather to follow up with Holly Hynes for next meeting

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7. **Reports**
   1. **Council – Barb Clumpus – absent – no report**

   2. **Chamber of Commerce Report – Barry Altman, Manager**

**Passport Meaford –** Special Contest at the BIA Window Unveiling – bring your passport and fill out ballot for draw for 4 tickets to Meaford Hall "The Nutcracker" December 17. C of C organizing this! Will advertise on Rogers and Chamber issued Press Release and eblast. Not too many ballots but was afterthought and started advertising late.

**ACTION:** Consider another year and suggest possible Scavenger Hunt – a one sheet for Scavenger Hunt in the various stores night of Unveiling

- **Survey – BIA and Chamber of Commerce** – Heather has copies of individual surveys for follow up purposes. Original copies to be filed at Chamber of Commerce Office for future reference.

**ACTION: Heather and David** to follow up on details and report back to Board of Management.

- Chamber compiling Resources Available i.e. apprenticeship, co-op etc. to be kept on available at Chamber Office and possibly have seminar to make everyone aware of information.
- Accessibility to Buildings and other information available to make the everyone aware of availability of items i.e. signs; what is done for hard of hearing; people with allergies; ramps for entering. Heritage Buildings would fall under different guidelines. Chamber on Committee to further study and educate.
- **Winter Carnival** - Municipality Wide – Family Weekend – February 17-21, 2012
  Chamber of Commerce will facilitate this event. Next Meeting January 9, 7 p.m. – Community Centre.
  All Clubs, organizations, anyone with a great idea, invited to participate.
  What can the B.I.A. do to get involved?

**ACTION: Heather and David** to attend meetings when possible……suggest the BIA sponsor a Scavenger Hunt downtown — Surrey ride from Community Centre to downtown – items for further discussion

- Barry mentioned that the Chamber Eblast would be split into two division to accommodate Business and Community Events

8. **New & Other Business**
   1. **Budget 2012** – Please start thinking about projects to be included in budget for 2012. If you have any projects you would like to see done – submit with prices to David Glass or Heather Handy a.s.a.p. Proposed Draft budget to be presented at next meeting.

**ACTION**: Heather and David to propose Draft Budget for 2012

Ideas presented to be considered:

- Update and Sell Space to Advertise your Business or Service on Surrey and remove businesses and services no longer in Meaford

   2. Discussion **for Change of date for meetings**. Decided to try Wednesdays and see if more people are available to attend. **Next Meeting: Wednesday, January 18, 2012 at 8 a.m. at Eggcitement Bistro**

   3. **Board of Management has two vacancies** to be filled.

**ACTION: Heather** to advertise in Eblast Change of Date and Vacancies to be filled.

   4. Farmer's Market – FYI on December 9 & 16 in Community Centre 3:30 – 7:30 p.m.
   5. BIA Logo Discussion – Suggest a logo be created similar to the C of C for letterhead and advertising purposes.

**ACTION: Barry Altman to send Fred Kennedy** Chamber Logo and Fred to create samples of logos and bring to next meeting.

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6. **Thornbury Billboard –** Meeting called by Municipality re Thornbury Billboard. B.I.A. has contributed $1,000 towards cost of Billboard.
   It was agreed by all that the Billboard is a great marketing tool for Meaford and should definitely be continued to donate $1,000. Next year. Include Budget Line for 2012

7. Banners – mid June – Mid July – Canada Flags mid July – mid August Logo Theme; Film Festival etc. mid September – mid October – Scarecrows NEED new one for spring:

**ACTION: David Glass** to investigate a further theme and cost and possibly apply for Municipal grant.

8. Samantha McInnis, Evolve, advised the BIA that the 2nd Place Competitor in the Dragon's Den opened business from her Store recently – Believe Meditation Products, owned by Rachael Chapman. Welcome to Meaford B.I.A.

9. Round the Table
   Fred Kennedy is reported that the Library had a very successful Business Branding meeting.

The meeting adjourned at 9:00 a.m.

Next Meeting Wednesday, January 18, 2012 at 8 a.m. at Eggcitement Bistro

Respectfully submitted

David Glass
Chair

Heather Handy
Secretary/Manager.

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