

**MINUTES**  
**DOWNTOWN HERITAGE PERTH BIA AGM**  
Held: Thursday, October 20<sup>th</sup>, 2020, at 7:00 p.m.  
VIA Zoom  
in Council Chambers of the Perth Town Hall

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**ATTENDANCE:**

**Present:**

BIA Board

Judy Brown, Julia Dashkevich, Graydon Hill, Krista Mackler, Joan Stephenson-Bowes, John McKenty and Delores MacAdam

**BIA Board Directors Absent:**

None

**BIA Members in Attendance**

Tanya Jamieson, Kim Kuhle, Dave Mitchell, Dawn Bell, Michael Sangster, Heather McKeen, Susan Storie, Allison Manning, Kathy Wickens, John Clement, Penny Flowers, Meridith Salvian Creighton, Maryetta Jones

**Guests:**

Michael Touw, Shannon Baillon, Kathryn Jamieson and Connor Renouf

**Recording Secretary:**

Kari Clarke

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**1. Welcome**

- **Meeting began at 7:05 PM**
- Judy welcomed everyone and shared with our members the reasons that our Directors have joined the BIA Board
- John McKenty acknowledged and thanked those members who resigned from the Board and gave the BIA so much of their time in recent years and said that they will be missed
- Motion to approve of 2019 AGM Minutes, Moved by Krista Mackler

**2. Annual Report**

- John McKenty summarized the Annual Report for 2019
- BIA is working closely with the Town of Perth and Perth Tourism and they have a regular weekly meeting and are in contact throughout the week
- BIA requested the change from 2-hour parking to 4-hour parking to support our businesses, as well as free parking in downtown parking lots

- Several new patios were created, and all leases were only charged \$1 for the summer
- Valley Eats registration costs were covered by the Town of Perth
- BIA has used social media to boost downtown businesses
- Digital Main street program is working to help businesses have more of an online presence and increase their online sales and capabilities
- New business videos have drawn people to Perth
- New website will be launched in January

### **3. Committee Chair Reports**

#### **1) Promotions Committee Report – Julia Dashkevich**

- Kerri Whan lead this group and contributed so much along with other directors who left
- Last Christmas activities were very successful
- Share Your Passion for Perth campaign, kept Perth top of mind this year, showcasing information about Perth on Facebook and Instagram and showcasing highlights of Perth
- Weekends in Perth continue to provide entertainment downtown until at least Christmas
- Spooktacular will be a scavenger hunt in downtown Perth on Oct. 31st
- Martini Take Out and Festival of Good Cheer are being discussed pending health unit recommendation's and approval
- Thank you, cards will be distributed to each business, as a way of showing appreciation and saying Thank you to their customers
- New banner is being designed for Foster St.
- Shop local, boosted blog posts encouraging people to come to Perth
- Facebook is surging with an increase of over 400 likes to our page since June
- If any of our members have ideas, they are encouraged to contact the BIA office or reach out to one of our Directors

#### **2) Downtown Environment Report – Krista Mackler**

- 36 downtown videos have been posted on Facebook and 40 videos in total are completed
- Reach of 3000- 10000 for each video that we boost on Facebook
- Christmas series of videos can be done by members and the BIA will pay to boost them on social media
- Requirements for the videos will be sent out and stores are encouraged to use the hashtag- "AllroadsleadtoPerth"
- Veterans banners were hung for the first time, 92 banners were placed on the poles
- Thank you to John Clement and Judie Cross who are community members that sit on the Downtown Environment Committee
- Two benches are being ordered for the downtown and will be placed in the spring of 2021

- 8 new barrels were purchased, to dress up the alleys coming from the parking lots to the downtown
- Paintings in the alleys are being discussed for 2021
- Winter greenery will be place in the barrels on Nov. 4<sup>th</sup>
- The downtown lights will be installed on Nov 12
- Looking at new ways to light up the downtown in 2021, since several downtown trees are scheduled to be removed due to disease
- Open to new ideas on how to brighten our downtown for winter 2021

### **3) Stewart Park Festival Committee Report – Delores MacAdam**

- Not able to host the festival in 2020 due to Covid
- We will proceed as if we can host the festival in 2021 and prepare a budget
- We received a Celebrate Ontario grant for \$6,200
- On Dec 5 the SPF will host a virtual concert at 7:30 at St. James Church featuring David Francey
- Another date for a possible concert in March to connect with community
- The Stewart Park Festival will not seek sponsorship with businesses and people struggling right now with Covid

### **4. 2021 Draft Budget presented by Graydon Hill - Treasurer**

- The Budget being presented is a draft budget, since the BIA budget is part of the Town budget, it is not final until the Town of Perth has completed its budget and it is approved by Town Council
- The 2019 Audited Report is available on the BIA website with the other AGM documents
- Town of Perth mandates that the BIA hold a reserve of \$10,000 and that the Stewart Park Festival hold a reserve of \$20,000
- The BIA ended 2019 with a reserve total of \$54,767 and the Stewart Park Festival with a reserve of \$6644.00 after our mandated reserves
- The popular Shopping and Dining Guide will be printed in 2021 with no advertising fees being requested. Funds will be a drawn from our reserves to offset the loss of revenue not being received from this promotional product
- Current budget left for promotions is \$19,800, due to events being cancelled because of Covid, in comparison to Oct. 2019 where there was only \$13,000 remaining at this time of the year
- At the end of 2020 we expect to add to our reserves.

### **5. Closing Remarks**

- Recognized Judy's contribution to the BIA as a Board member and as Chair of the Board
- Judy has always been a strong supporter of our downtown businesses

- Judy will be resigning as Chair of the Board in November, since she currently sits on 11 other Boards and Committees
- Judy will remain as our Council representative
- We are working to encourage our residents to Shop Local this Christmas
- We want to hear from our members if they have ideas or concerns
- #AllroadsleadtoPerth is the hashtag that we are using for our videos

## 6. Answer to Questions that were submitted

a. Given the recent resignation of 6 BIA Board members, how will the BIA attract new volunteers for these seats to ensure maximum representation from all types of businesses in the downtown?

- In the past 12 years our Board has ranged from a Board size of 4 to a Board size of 14. Currently our Board has 7 Directors, and we have two open positions. We have representation from retail, restaurants, service, and Town Council. Any member can apply to be on the BIA Board. Our current number of Board positions is between 7-9 members

b. What steps have you taken to address the reasons why they resigned?

- It is difficult to determine why people resigned and within any organization there are differences of opinion
- Different people have different visions, sometimes the details of the differences can slow things down and people can get frustrated

c. If you are able to recruit new volunteers, what are you going to do to incentivize them to give their time and energy to these important positions?

- People give back when they have something to offer and they want their ideas to be heard
- The Board appreciates their efforts, and their voices are heard at the Board meetings

d. How will the Board move forward on communication and consultation with the downtown businesses to ensure all needs are considered?

- Communication is critical
- Staff is available 7 days a week, we have created a Facebook Forum page for business owners to communicate with each other and we are starting bi-weekly chats on Zoom in the evening for our members to reach out with a questions or share an idea. All of our

meetings are public and that is why Mastermind meetings are so important to attend, since it is a time that members can share their ideas or concerns with the Board and with other members.

- These ideas were brought forward we have addressed them:
  - Panhandlers were causing a problem and we discussed it with the Town
  - Inconsistent hours were a problem, so the hours of our businesses are posted on our website
  - Festival of Lights costs were a concern, so it is now a Town of Perth Event
  - Shop, Stamp and Win is being brought back, pending approval from the Health Unit
  - Thursday night shopping before Christmas was not popular, therefore we won't be doing that this year

e. Is there a modified promotion/marketing plan to combat the effects of the pandemic going forward into 2021?

- More restaurant events are needed. We created a Restaurant week "Perthalicious" for 2020, that was unfortunately cancelled due to Covid
- Restaurants wanted patios to survive the summer and we worked with the Town to get things moving in that direction
- We contacted the police about an increased police presence downtown
- Moved from 2-4 hour parking in our downtown and a recent survey showed that our members still supported this idea
- For 2021 we have a very strong relationship with Perth Tourism
- Weekends in Perth entertainment is going well
- Economic Recovery Task Force that Kari and Judy sit on is working with Shopify to help our business
- Digital Main St. grants are available again for our businesses

f. With all of the previous promotional initiatives cancelled, what is happening to the promotions budget?

- Money that was earmarked for cancelled events will go toward covering the cost and loss of revenue for the Shopping and Dining Guide for 2021

- Advertising has been purchased, a new banner for downtown and BIA gift certificates are being promoted to support shopping local

g. What is the BIA Boards plan to ensure that all pertinent information is being communicated to the entire membership?

- Kari and Board Directors are visiting businesses; we are posting videos on the Forum page
- Information is posted on the Forum page, in our monthly newsletter, on Facebook and in emails to our members

h. What is the BIA's Board's plan to ensure 100% transparency to the membership, regarding all business matters pertaining to our organization?

- the time and location of every meeting is posted in our newsletter and our meetings are open to our members
- Minutes are approved at each monthly Board meeting and are available for anyone to see, just contact the office and Kari will send you a copy

i. Why is office open only two days a week?

- The office is open 5 days a week
- Kari is in Perth two days a week and works from home 3 days a week
- This was discussed at the Board meeting and since there is a possibility of a 2<sup>nd</sup> wave, we will maintain status quo until the end of 2020

j. What promotions are happening now?

- Videos each boosted \$20 per business
- Halloween event starting this Friday
- Entertainment Saturday in Perth – “Weekends in Perth”
- A Christmas video series is being recommended to stores
- Shop, Stamp and Win and Festival of Good Cheer is pending approval from the Health Unit

j. Marketing Plan for Valley Eats

- Marketing plan for Valley Eats initiative will be announced on the Forum page. The Town is meeting with their representatives

l. What Christmas events will be coming?

- Buy local campaign on radio, posters, banner on Foster St.
- Shop, Stamp and Win and Festival of Good Cheer, pending Health Unit approval
- Looking at a Take Out Night in Perth campaign

**c. Adjournment:**

Motion to adjourn the Meeting, moved by Joan Stephenson Bowes. Meeting was adjourned at 7:56 p.m.

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**Judy Brown, Chair**

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**Kari Clarke, Recording Secretary**