

DOWNTOWN HERITAGE PERTH BIA BOARD
Held: Wednesday, January 16th, 2019, at 8:30 a.m.
Location: Council Chambers

ATTENDANCE:

Present: Judy Brown, Angie Gilchrist, Kerri Whan, Dr. Elizabeth Carter, Jane Farrell, John McKenty, Krista Mackler, Joan Stephenson-Bowes, Julia Dashkevich, Jennifer MacCraken, Graydon Hill

Absent: Sherry Crummy

Absent on BIA or Council Business: None

Recording Secretary: Kari Clarke

Guests: None

1) First Meeting of 2019 - Call to Order

- a) The meeting was called to order by the BIA Coordinator, at 8:30 AM on Wednesday, January 16th, 2019, in the Council Chambers in the Town Hall, with 11 Board members in attendance.
- b) Election of New BIA Board Chair, Vice-Chair and Treasurer
 - Judy Brown was elected Board Chair
 - Krista Mackler was elected Vice-Chair
 - Jane Farrell was elected Treasurer
- c) Disclosure of Pecuniary interest and General Nature There of:
There being none, Krista Mackler moved that the Board Minutes of November 28th, 2018 be approved. **CARRIED - UNANIMOUS**
- d) Confirmed that the Insurance covering the BIA Board for General Liability is still valid.

2) Disclosure of Additional Items

3) Delegations and Presentation

4) Closed Session

There being none, the Chair moved on to the next order of business.

5) Open Session

6) Matters Arising from the Closed Session

7) Confirmation By-law

By-law 2018-0057 – Confirmation of Proceedings – November 2018

- Moved by Dr. Elizabeth Carter that the BIA Board meetings of November 2018 be approved. **CARRIED – UNANIMOUS**

8) Unfinished Business:

- There being none, the Chair moved on to the next order of business.

9) Receiving Correspondence and other Communications:

For Information:

- a. January 4, 2019 – OBIAA – January Newsletter
- b. January 9, 2019 – Amber Hall – Perth Chamber of Commerce Newsletter
- c. January 11, 2019 – Tourism Strategy Meeting No. 3

Requiring Action

- d. January 7th – OBIAA Conference Registration

MOTION BIAB 2019-001

MOVED BY Jane Farrell

**THAT THE BOARD OF THE BUSINESS IMPROVEMENT AREA
APPROVES THE BIA COORDINATOR ATTENDING THE OBIAA
CONFERENCE IN OTTAWA IN 2019.**

CARRIED UNANIMOUS

Minutes and Reports:

3. Stewart Park Festival Committee

- Two trees will be planted in Stewart Park this spring to provide shade
- The SPF committee will pay for the cost of the trees and the Town of Perth will be responsible for the planting of the trees
- The Celebrate ON Grant has changed and now pays for programming and attracting attendees from over 40 km away e.g. Kingston, Ottawa, Brockville
- The grant must be used for new programming, so we will be adding a Thursday evening performance at St. Paul's Church if we get the grant this year

4. Promotion

- The topics for Mastermind were reviewed
- The Shop Til You Drop Promotion is underway from Jan.3 – May 31st and the hotel has already had some bookings

- The Come Wander Perth event on Jan. 26th is going well with the dinner tickets almost sold out and one out of three workshops filled
- The committee will review a mock-up of the 2019 map at the next meeting

5. Personnel Committee

- Jane has offered to track the Board's volunteer hours, so that we can show our members and Town Council the number of hours that the Board volunteers
- The new LOU has been negotiated with the Town of Perth and will be considered in early February
- Three candidates were interviewed for the SPF Administrator position and were asked to submit a short video and writing sample by Jan. 16th
- The committee will determine a job description for the part-time position in the BIA office
- Staff will contact Algonquin to see if any programs are available
- This year we will change our website from Weebly to Wordpress to allow us to do more things and increase the websites capabilities

6. Downtown Environment

- As part of the 2019 LOU the Town will purchase 40 new barrels and cover the cost of the 140 winter baskets
- The Wilson St. parking lots drawing is completed and the Town will put money aside for two years to cover the cost of the improvements
- Costing will be also complete for the enhancements at the corner of Herriott and Gore to be completed in 2019

7. Town of Perth Community Improvement Advisory Panel

- This successful program began in 2011
- There are \$35,000 in funds to be given out this year
- Intake of applications are starting now and the first meeting of the committee will be held in February

8. Town Council

- Property taxes will go up 2.5% this year and assessments are increasing
- The Province pays for bricks and mortars for the hospital, but doesn't contribute toward any equipment
- The Perth Hospital has an active foundation to raise funds to purchase equipment
- The Hospital is going to municipalities asking for contributions from tax dollars

- The Municipality has asked them to go to the County to request funds
- Jeff Kohl, Director of the Youth Action Group (YAK) made a presentation asking for an increase in funding from \$18,000 to \$30,000 for 2019
- YAK supports youth in our community and reported that most youth get into trouble between 2-7 p.m. each day and some don't have a positive adult role model in their lives
- The Town has committed \$50,000 to go toward building a pump track for all ages to use for spontaneous recreation.
- The community will try and raise funds for the remaining \$50,000 that is needed to build the track

10. New Business

a. Approval of Committees-Board Packages for Directors

- The BIA Board Orientation package was handed out to the Board members
- Board members chose which committees they wanted to be on
- The Promotion Committee will consist of Jennifer MacCraken, Kerri Whan, Angie Gilchrist, Dr. Elizabeth Carter, Julia Dashkevich, Joan Stephenson-Bowes, Sherry Crummy and Heather McKeen.
- Kerri What was elected Chair of the Promotion Committee at a previous meeting
- The Downtown Environment Committee will consist of Krista Mackler, Jane Farrell, Julia Dashkevich, Judie Cross and John Clement
- The Personnel committee will consist of Judy Brown, Graydon Hill and Jane Farrell

MOTION BIAB 2019 – 002

MOVED BY Angie Gilchrist

BE IT RESOLVED THAT THE BOARD OF THE BUSINESS IMPROVEMENT AREA APPROVES THE COMMITTEES FOR THE 2019 – 2022 TERM

CARRIED *UNANIMOUS*

b. Mastermind Update

- Agenda has been created
- Food has been ordered from J.J. Kitchen
- Shannon Baillon will make a presentation for Perth Tourism
- Members are still RSVP'ing the day before the event

MOTION BIAB 2019-003

MOVED BY John McKenty

BE IT RESOLVED THAT THE BOARD OF THE BUSINESS IMPROVEMENT AREA APPROVE A LEVY INCREASE SUCH AS APPROVED BY THE MAJORITY OF THE MEMBERS PRESENT AT THE MASTERMIND MEETING HELD ON JANUARY 17TH, 2019, UP TO A MAXIMUM OF 20%.

CARRIED *UNANIMOUS*

c. Proposed Letter of Understanding (LOU) with Town of Perth

- John McKenty has negotiated new terms with the Town of Perth
- Term of the LOU will be 1 year, until December 2019
- The Town is waiving many expenses, such as rent, telephone, insurance, auditing fees etc. to a total of \$34,000
- The LOU will go before Council in February

d. Signing Confirmation that Directors read the Code of Conduct for Members of Council, Committees, Advisory Panels, Mayor's Task Force and Local Boards and Integrity Commissioner Report-Review-Sign off

- All BIA Directors signed the document confirming that they have read both important documents
- Each Director retained a copy of the signature document and one copy was retained by the BIA office for filing

MOTION BIAB 2019-004

MOVED BY Krista Mackler

BE IT RESOLVED THAT THE BOARD OF THE BUSINESS IMPROVEMENT AREA PASSES THE MOTION TO FORWARD THE 2019 LETTER OF UNDERSTANDING TO THE TOWN COUNCIL FOR APPROVAL

CARRIED – 10 AYES, 2 NAYS

e. Kirsten Coughler - Resignation

- The BIA Board discussed the impact of Kirsten Coughler no longer volunteering with the BIA
- Directors will have to take on an active role meeting with the businesses in their designated area

Note: Dr. Elizabeth Carter, Angie Gilchrist and Jennifer MacCraken left the meeting at 9:50 a.m.

MOTION BIAB 2019-005

MOVED BY Krista Mackler

BE IT RESOLVED THAT THE BOARD OF THE BUSINESS IMPROVEMENT AREA APPROVED THAT MEETINGS SHOULD BEGIN AT 8 A.M. INSTEAD OF 8:30, SO THAT DIRECTORS WON'T HAVE TO LEAVE EARLY TO OPEN THEIR BUSINESSES.

CARRIED UNANIMOUS

Note: Sherry Crummy arrived at the meeting at 10.00 a.m.

f. New Website

- Staff met with Tracy Fawcett and determined that the Weebly host site limits our capabilities on the downtownperthbia website
- Tracy is recommending that we change the website to a WordPress site and has quoted \$3000.00 to build this site, transfer our pages from Weebly and coach staff on this new platform

MOTION BIAB 2019-006

MOVED BY Krista Mackler

BE IT RESOLVED THAT THE BOARD OF THE BUSINESS IMPROVEMENT AREA APPROVES THE COST OF \$3000 TO CHANGE OUR WEBSITE FROM WEEBLY TO WORDPRESS, IN HOUSE TRAINING AND CONTRACT WORK IN 2019. THE ALLOCATION OF FUNDS IS AT THE DISCRETION OF THE PERSONNEL COMMITTEE TO BE APPROVED BY THE BIA BOARD.

CARRIED UNANIMOUS

g. Social Media Consulting-Contract

- Depending on the Levy increase for 2019, the Board will discuss the option of creating a social media contract for the Perth BIA

h. Volunteer Hours-Board

- Jane Farrell, is tracking the number of hours that the BIA Board volunteers for the BIA
- Jane reported that the BIA Board volunteered 203 hours in November 2018

i. Director photos

- Staff took photos of all BIA Directors to update on the website

General New Business

11. Staff Reports

- a. **Report 2019 –BIAB-1.1: Procedure By-law No. 0020 - Amend Schedule “E” - Stewart Park Festival Letter of Agreement – Report Attached**

By-Law No. 0020-2

Amend By-law-0020- the Procedure By-law, Schedule “E” - Stewart Park Festivals Performer Letter of Agreement

Moved by: Joan Stephenson-Bowers

CARRIED UNANIMOUS

- b. **Report 2019-BIAB-1.2: Policy to Amend – Stewart Park Festival Organization Chart – Report Attached**

By-law No. 0020-1

Amend By-law 0020- Procedure By-law Schedule “C” - Stewart Park Festival Organization Chart

Moved by Joan Stephenson-Bowes

CARRIED UNANIMOUS

- c. **Report 2019-BIAB-1.3: Repeal the Terms of Agreement for the Merchant Promotion and Membership Committees – Establish the Promotions Committee – Report Attached**

By-law No. 0002-0:

Repeal By-law No. 0002 - Terms of Reference - Merchant Promotion Committee

Moved by Joan Stephenson-Bowes

CARRIED UNANIMOUS

By-law No. 0004.0

Repeal By-law No. 0004 - Terms of Reference - Membership Committee

Moved by Joan Stephenson-Bowes

CARRIED UNANIMOUS

By-law No.0055

Establish a Terms of Reference - Promotions Committee

Moved by Joan Stephenson-Bowes

CARRIED UNANIMOUS

- d. **Report 2019-BIAB-1.4**
Code of Conduct for Members of Council, Committees, Advisory Panels, Mayor's Task Force and Local Boards – Report Attached

By-law No. 0018-0

Repeal By-law No. 0018 - Code of Conduct for the Board of the Business Improvement Area

Moved by John McKenty

CARRIED UNANIMOUS

By-law No. 0056

Establish Code of Conduct for Members of Council, Committees, Advisory Panels, Mayor's Task Force and Local Boards

Moved by John McKenty

CARRIED UNANIMOUS

12. Motions Coming Out of Committee (s)

As recommended by the Personnel Committee

MOTION BIAP – 2019 – 001

MOVED BY John McKenty

THAT THE BIA HIRE AN ADMINISTRATIVE SUPPORT PERSON IN THE OFFICE FOR ONE DAY A WEEK AND FORWARDS THIS MOTION TO THE BIA BOARD FOR APPROVAL.

CARRIED UNANIMOUS

That the recommendation by the Personnel Committee be amended to read;

MOTION BIAB - 2019-007

MOVED BY Joan Stephenson-Bowes

BE IT RESOLVED THAT THE BOARD OF THE BUSINESS IMPROVEMENT AREA APPROVES THE DECISION TO HIRE A PART-TIME STAFF PERSON IN THE BIA OFFICE

CARRIED UNANIMOUS

13. Discussion of Additional Items

14. Receiving Committee Reports.

- There being none, the Chair moved on to the next order of business.

- 15. Next Meeting** - To be held Wednesday February 27th, 2019 in the Council Chambers at the Town Hall at 8:00 a.m.

16. **Adjournment** - Moved by Joan Stephenson-Bowes to adjourned at 10:15 a.m.
Carried - Unanimous

Judy Brown, Chair

Kari Clarke, Recording Secretary