

SPECIAL - MINUTES

DOWNTOWN HERITAGE PERTH BIA BOARD

Held: January 30th, 2019

ATTENDANCE:

Present: Judy Brown, Kerri Whan, Angie Gilchrist, Joan Stephenson- Bowes, Krista Mackler, Jane Farrell, John McKenty and Graydon Hill

Absent: Sherry Crummy, Dr. Elizabeth Carter, Julia Dashkevich and Jennifer MacCraken

Absent on BIA or Council Business: None

Recording Secretary: Kari Clarke

Guests: None

1) Second Meeting - Call to Order

- a) The Chair, called the second meeting to order at 8:32 AM on Wednesday, January 30th, at Maximilian's Restaurant 8 Board members in attendance.
- b) Disclosure of Pecuniary interest and General Nature There of:
There being none, the Chair moved on to the next order of business.
- c) BIA Board Minutes will be approved at the February 27th, 2019 meeting.
- d) Confirmed that the Insurance covering the BIA Board for General Liability is still valid.

2) Disclosure of Additional Items

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

3) Open Session

4) Delegations and Presentations:

5) Mastermind

a) What happened and the result?

- Joan went around downtown and spoke with members, there was no negative comments
- Members want Mastermind to be a brainstorming session and the Tourism presentation was too long
- Shoplifting took a lot of the time that was meant for new ideas during the Mastermind meeting
- There was not enough chance for others to speak
- The discussion about the levy set a negative tone to the meeting
- Moderator should put a positive tone on the meeting
- They don't want to know that BIA is over-worked

- Message about raising the levy should have been listed on the items to be discussed that evening
- Some tenants can speak on behalf of the building owners.
- 10% increase in levy was voted on in the meeting
- The BIA Board did not take a long view of the levy increase
- Some thought we voted improperly for the levy increase and it was the process that they didn't like, not the size of the increase
- Most of the building owners do not live in Perth
- A different approach is needed
- 2018 was very positive and we should have discussed last years Mastermind ideas and what we did with those ideas
- Shoplifting was a very hot topic at the meeting
- Physical layout of the room, with people sitting in the middle, was not great for a discussion
- Do we need a new location for next year?
- Many people had mini-conversations going on and were interrupting
- We should acknowledge each speaker and thank them for their idea

Note: Julia Dashkevich arrived at the meeting at 8:30 a.m.

b) How to move forward

- Map out paper route for Board members to meet member and make deliveries, to build relationships with our members
- Kari should visit businesses weekly, Facebook live videos in stores, 3 per week
- Host more frequent Mastermind meetings will smaller groups throughout the year
- Staff will send out 2017 BIA member survey to Board
- Possible questions for NEW survey:
 - What would you like to see the BIA do more of?
 - How important is it to see Kari downtown more often?
 - Dow you want more educational seminars
 - Do you want more Think Tank discussions with the Board?
 - Do you want more information from the Town of Perth and presentations?
 - Do you read your monthly newsletter?
 - Would you attend educational seminars?
 - Would you attend a BIA meet and greet 4x per year to network and socialize? Businesses can take turns hosting and showcasing their business.
 - Would you be interested in purchasing a barrel, if it said sponsored by your business?

- Would you like a Mastermind meeting in the Fall (September)

c) Plans for next year - what changes are necessary

- The meeting should open with the ideas of the members, instead of leaving that part of the meeting until the end
- Could we add an additional Mastermind during the year?
- It is too busy to do a Mastermind meeting in the fall and our AGM had a poor turnout
- Send out a survey and offer the possibility of a Sept date, to see the response
- Should we hire a professional moderator for the evening to keep the discussion on track?
- Re-brand Mastermind under a different name-maybe the Think Tank
- Should we combine Mastermind and AGM?
- It was noted that the AGM is not the right forum for a Mastermind, since an AGM is supposed to be more formal
- Could we host a Mastermind meeting in Sept, ahead of the AGM?
- Is Jan too early in the year to have a Mastermind?
- Maybe we should pass a cordless mike around the room, this will focus people on listening
- Budgets should be brought to committees in August to discuss following year
- BIA Board make recommendations for the levy and seeks approval from the members
- A member recommended that the businesses host an event each Thursday evenings that we are open late before Christmas
- Could we look at doing the Come Wander event in the Winter and the Fall
- Ask that Images help with folding brochures rather than do it in the office
- Board Mastermind session should be quarterly (Special Board meeting)
- ***Monday April 1st at 8 a.m. in the Codes Mill Atrium will be the next Board Mastermind***

d) **Next Meeting** - To be Wednesday, February 27th, 2019 in the POA Courtroom at the Perth Town Hall at 8:00 a.m.

e) **Adjournment** - Moved by Krista Mackler to adjourned at 9:45 a.m. Carried - Unanimous

Judy Brown, Acting Chair

Kari Clarke, Recording Secretary