

MINUTES

DOWNTOWN HERITAGE PERTH BIA BOARD

Held: Wednesday, February 27th, 2019, at 8:00 a.m.

Location: Council Chambers

ATTENDANCE:

Present:

Judy Brown, Angie Gilchrist, Kerri Whan, Dr. Elizabeth Carter, Jane Farrell, Krista Mackler, Sherry Crummy and Graydon Hill

Absent:

Jennifer MacCraken, Joan Stephenson-Bowes and Julia Dashkevich

Absent on BIA Business:

None.

Recording Secretary:

Kari Clarke

Guests:

None

1. Third Meeting in 2019 – Call to Order 8:03 AM:

a) Call to Order

The meeting was called to order by the BIA Chair, at 8:03 AM on Wednesday, February 27, 2019, in Council Chambers in the Town Hall, with 8 Board members in attendance. Kari Clarke as Recording Secretary.

b) Disclosure of Pecuniary Interest

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

c) Approval of Last Minutes

Moved by Krista Mackler that the Board minutes of January 16th and January 30th, be approved. - *Unanimous*

2. Disclosure of Additional Items

- a) Part Time Position – Repeal Motions
- b) Volunteer Hours by Directors
- c) Applications for BIA Board

d) Levy Increase – Future

3. Closed Session:

There being no Closed Session, the Chair moved on to the next order of business.

4. Open Session:

There being no Closed Session, the Chair moved on to the next order of business.

5. Matters Arising from Closed Session:

There being no Closed Session, the Chair moved on to the next order of business.

6. Presentations:

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

7. Confirmation By-law

By-law 2019-0058 – Confirmation of Proceedings – January 2019

Moved by: Dr. Elizabeth Carter

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 31, 2019 – Lanark County Interval House – Cathie McOrmond
- b. January 31, 2019 – Lanark County Tourism – Minutes and Social Media Cheat Sheets

Requiring Action:

- c. January 31, 2019 – Lanark County Interval House – Cathie McOrmond- Request for donation for silent auction

Motion - 2019-008

Request for Donation for Silent Auction

Moved by: Krista Mackler

BE IT RESOLVED THAT THE BOARD OF THE BUSINESS IMPROVEMENT AREA RESPOND TO THE REQUEST OF A DONATION FOR A SILENT AUCTION GIFT ITEM WITH THE EXPLANATION THAT

**BIA FUNDS ARE ONLY TO BE USED FOR PROMOTIONS AND
DOWNTOWN ENVIRONMENT INITIATIVES.**

CARRIED - UNANIMOUS

Committee Minutes and Reports:

- d. Stewart Park Festival:
 - John McKenty reported on activities over the last month.
- e. Promotion Committee
 - Kerry Whan reported on activities over the last month.
- f. Personnel Committee
 - Judy Brown reported on activities over the last month.

*** John McKenty entered the room at 8:30 AM. Item “d” Stewart Park Committee was dealt with at this point in the order of business.

- g. Downtown Environment Committee
 - Krista Mackler reported that there was no meeting held during February.
- h. Town Community Improvement Plan (CIP) Advisory Panel
 - Judy Brown reported that the CIP Committee meets next week and the deadline for applications for the first intake is March 8th.
- i. Town Council

Judy Brown reported that:

 - Town Council approved the BIA Letter of Understanding.
 - Town Council approved the 10% increase to the BIA Levy.
 - The OPP contract is coming for renewal in December 201.9

10. New Business:

- a. **Review of New BIA Board Orientation Binder for Directors**
 - It was generally agreed that a review of the BIA Board Orientation Binder was not necessary.
- b. **Ideas for Budget Surplus**
 - The Chair reported that the BIA budget reserve is \$43, 835.68 and the Stewart Park Festival reserve is \$44,304.43.

Motion - 2019-009

Forward New Ideas to March Board Meeting

Moved by Krista Mackler

BE IT RESOLVED THAT THE BOARD OF THE BUSINESS IMPROVEMENT AREA WILL REVIEW IDEAS BROUGHT FORWARD BY THE DOWNTOWN ENVIRONMENT COMMITTEE AND THE PROMOTION COMMITTEE AT THE MARCH BOARD MEETING, UTILIZING SURPLUS FUNDS FROM 2018

CARRIED - UNANIMOUS

c. Board Mastermind Meeting – Reschedule

- It was generally agreed that as a result of staff attending the OBIAA Conference, the Board Mastermind meeting will be rescheduled to April 2nd and the BIA Board will request that the Town Clerk attend the meeting and act as Recording Secretary.

d. BIA Strategic Plan 2018

- It was generally agreed that the Strategic Plan will be reviewed at the March BIA Board Meeting.

e. Facebook Live Videos

- There will be 2 videos taken each week
- There will be nothing scripted just spontaneous videos
- The BIA Board will offer a contract to work with staff on the videos

Motion – 2019-010

Facebook Live Videos – Hire Individual - \$1000

Moved by: Krista Mackler

BE IT RESOLVED THAT THE BOARD OF THE BUSINESS IMPROVEMENT AREA APPROVE THE HIRING OF AN INDIVIDUAL ON SHORT-TERM CONTRACT AT AN UPSET LIMIT OF \$1000.00 TO CREATE FACEBOOK LIVE VIDEOS.

CARRIED - UNANIMOUS

*** Sherry Crummy entered the room at 10 AM.

11. General New Business

a) Staff Reports

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

b) Motions Coming Out of Committee(s)

- a. BIA Coordinator - Job Description

Motion – 2019-011

BIA Coordinator - Job Description

Moved by: Dr. Elizabeth Carter

AS RECOMMENDED BY THE PERSONNEL COMMITTEE, BE IT RESOLVED THAT THE BOARD OF THE BUSINESS IMPROVEMENT AREA APPROVES THE NEW JOB DESCRIPTION FOR THE BIA COORDINATOR, AS ATTACHED

CARRIED - UNANIMOUS

c) Changes to the BIA Map for 2019

Motion – 2019-012

Moved by: Dr. Elizabeth Carter

AS RECOMMENDED BY THE PROMOTIONS COMMITTEE, BE IT RESOLVED THAT THE BOARD OF THE BUSINESS IMPROVEMENT AREA APPROVES THE DESIGN FOR THE 2019 MAP AND THE INCREASE IN ADVERTISING COSTS;

- 1. THE COST OF THE SMALL ADS WILL BE \$225.00**
- 2. THE COST OF THE LARGE ADS WILL BE \$500, SINCE THEY ARE LOCATED DIRECTLY UNDER THE MAP**
- 3. THE COSTS OF THE EXTRA-LARGE ADS WILL BE \$400**

CARRIED - UNANIMOUS

12. Discussion of Additional Items

a) Part Time Position – Repeal Motions

Motion - 2019-013

Part Time Position – Repeal Motions

Moved by: Dr. Elizabeth Carter

BE IT RESOLVED THAT THE BOARD OF THE BUSINESS IMPROVEMENT AREA REPEAL MOTION 2019-007 REGARDING THE HIRING OF A PART TIME PERSON FOR THE BIA OFFICE.

CARRIED - UNANIMOUS

b) Volunteer Hours by Directors

It was generally agreed that the Directors send their volunteer hours to Jane Farrell for tracking purposes.

c) Applications for BIA Board

It was generally agreed that discussion on this item be postponed to the March meeting.

d) Levy Increase – Future

Motion - 2019-014

Levy Increase - Future

Moved by: Graydon Hill

BE IT RESOLVED THAT THE BOARD OF THE BUSINESS IMPROVEMENT AREA APPROVES THAT THE LEVY INCREASE SHALL BE LIMITED TO THE COST OF LIVING FOR THE NEXT FOUR (4) YEARS.

DEFEATED - 1 AYE, 7 NAYS

13. Next Meeting: March 27th, 2019, 8 AM, Council Chambers

14. Adjournment:

Moved by John McKenty that the meeting be adjourned at 9:33 AM.

CARRIED - UNANIMOUS

Judy Brown, Chair

Kari Clarke, Recording Secretary