

MINUTES
DOWNTOWN HERITAGE PERTH BIA BOARD
To be held: 8:00 a.m. Wednesday, June 30th, 2021
Via Zoom

ATTENDANCE:

Present:

John McKenty, Krista Mackler, Matt McShane, Judy Brown, Joan Stephenson-Bowes, Meredith Salvian and Delores MacAdam

Absent:

None

Absent on BIA Business:

None

Recording Secretary:

Kari Clarke

Guests:

None

1. Tenth Meeting of 2021

a. Call to Order.

The meeting was called to order by the Chair, at 8:00 AM on Wednesday, June 30th, 2021, with 7 Board members in attendance.

Kari Clarke is the Recording Secretary.

b. Disclosure of Pecuniary Interest and General Nature Thereof

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

c. Approval of Last Minutes

Moved by Meredith Salvain that the Board minutes of May 26th be approved.

CARRIED UNANIMOUS

d. Insurance Verification

It was confirmed that insurance is in place for the BIA.

2. Disclosure of Additional items

- a. TODS Signs on the Highway
- b. Digital Main Street- 3rd Grant
- c. Communication
- d. Lanark County Corn Hole Championship

3. Delegations and Presentations

1dea gave a presentation about the rebranding options for the BIA

4. Closed Session

None

5. Open Session

6. Matters Arising from the Closed Session

7. Confirmation By-law

No. 2021-082- Confirmation of Proceedings - May 2021

Moved by Judy Brown

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. June 5, 2021 – Tracy Bowes- Minutes- Economic Recovery Task Force
- b. June 7, 2021 - Green Newsletter
- c. June 8, 2021 - Auditors Report – Year End 2020-Perth BIA
- d. June 25, 2021 – Amber Hall – Federal Funding for Chambers Shop Local Campaign
- e. June 28, 2021 – Michael Touw – Step 2- Working for Home

Requiring Action:

- f. June 2nd, 2021- Judi Cross – Resignation from the Downtown Environment

MOTION BIAB 2021-10.1

MOVED BY Joan Stephenson-Bowes

**BE IT RESOLVED THAT THE BOARD OF THE BUSINESS IMPROVEMENT
AREA ACCEPTS WITH REGRET THE RESIGNATION OF JUDI CROSS**

CARRIED UNANIMOUS

Receiving Committee Reports

a. Stewart Park Festival Committee – Delores MacAdam (Update)

- The committee will be meeting soon to discuss a Christmas show in December.

b. Promotion Committee – Joan Stephenson (+Minutes)

- New Shopping and Dining Guide is being reprinted.
- There are no Eatery and Restaurant brochures available for hotels, bed and breakfasts, Airbnb's and other popular locations downtown, after being distributed.
- It was recommended that more brochures are ordered for distribution.

MOTION BIAB 2021 10-2

MOVED BY Delores MacAdam

BE IT RESOLVED THAT THE BOARD OF THE BUSINESS IMPROVEMENT AREA APPROVED THE PRINTING OF ADDITIONAL RESTAURANT AND EATERY BROCHURES

CARRIED UNANIMOUS

- The Promotions committee will begin visiting businesses to discuss the gift cards will begin in a few weeks.
- Matt is looking into ways to boost the Wi-Fi signal to members.

c. Personnel Committee – John McKenty (+Minutes)

- Discussed hosting a gathering for members when covid protocols permit a large gathering.

d. Downtown Environment Committee – Krista Mackler (+Minutes)

- Discussing what products to use to paint picnic tables as additional art pieces in the downtown.
- We are researching the costs of lights for the downtown windows.
- Discussed creating additional Instagram spots in the downtown.
- Joan will research having a sleigh lent to the downtown, for winter photos in Nov. and Dec., to create an Instagram spot for tourists.
- Will discuss with the town the purchase of shrubbery for the corner of Herriot and Gore, to replace what was stolen.

e. Town Community Improvement Plan (CIP) Advisory Panel – Update – Judy Brown

- 5 applications have been submitted to the committee.
- Funding has been increased by \$20,000, by the Town of Perth.
- A CIP grant has been submitted to fix the back of a building bordering on the Wilson St. parking lot.

f. Town Council – Update – Judy Brown

- The town is hiring a communication person, until the end of 2021

g. Treasurer Report – (Updated Reports)

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

10. New Business

a. Staff Reports

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

b. Motions Coming out of Committee.

1. Physical Gathering for BIA Members

MOTION BIAB 2021 10.3

MOVED BY Judy Brown

**BE IT RESOLVED THAT THE BOARD OF THE BUSINESS IMPROVEMENT AREA APPROVES THE PERSONNEL COMMITTEE ORGANIZING A PHYSICAL GATHERING OF MEMBERS WHEN LARGE GATHERINGS ARE PERMITTED.
CARRIED *UNANIMOUS***

2. Kari booked 1.5 days off.

MOTION BIAP 2021 10.4

MOVED BY Judy Brown

**BE IT RESOLVED THAT THE BOARD OF THE BUSINESS IMPROVEMENT AREA APPROVES KARI TAKING THE AFTERNOON OF JUNE 30TH AND JULY 2ND OFF FOR VACATION.
CARRIED *UNANIMOUS***

3. Approval of funds for Picnic in Perth promotion to draw visitors to Perth

MOTION BIAB 2021-10.5

MOVED BY Joan Stephenson-Bowes

BE IT RESOLVED THAT THE BOARD OF THE BUSINESS IMPROVEMENT AREA APPROVES AN UPSET LIMIT OF \$1350.00 TO PROMOTE PICNIC IN PERTH AND SHOPPING DOWNTOWN.

CARRIED *UNANIMOUS*

4. **Decision to delay shopping promotion until Fall when tourists volumes have decreased.**

MOTION BIAB 2021-10.6

MOVED BY Joan Stephenson-Bowes

BE IT RESOLVED THAT THE BOARD OF THE BUSINESS IMPROVEMENT AREA APPROVES THE COST OF \$400 FOR BOTH JULY AND AUGUST, TO PROMOTE RETAIL SALES IN DOWNTOWN PERTH.

DEFEATED

c Other

1. **Office Hours**

The Board agreed to move the discussion to the Personnel Committee.

MOTION BIAB 2021- 10.7

MOVED BY Judy Brown

BE IT RESOLVED THAT THE BOARD OF THE BUSINESS IMPROVEMENT AREA AGREES THAT THE PERSONNEL COMMITTEE WILL DETERMINE THE OFFICE HOURS.

CARRIED *UNANIMOUS*

2. **Posting of Agendas and Minutes**

MOTION BIAB 2021-10.8

MOVED BY Matt McShane

BE IT RESOLVED THAT THE BOARD OF THE BUSINESS IMPROVEMENT AREA AGREES THAT AGENDAS FOR BOARD MEETINGS WILL BE POSTED TO THE FORUM PAGE, AND NOTICE THAT PERMISSION FROM THE CHAIR IS REQUIRED TO COMMENT AT A MEETING. MINUTES FROM THE BOARD MEETINGS WILL BE POSTED TO THE WEBSITE, 30 DAYS LATER, WHEN APPROVED AT THE NEXT BOARD MEETING.

CARRIED *UNANIMOUS*

3. New website

- Kari will determine launch date and report back to the Board.

11. Additional Items to be Discussed.

a. TODS Signs on the Highway

MOTION BIAB 2021-10.9

MOVED BY Joan Stephenson-Bowes

BE IT RESOLVED THAT THE BOARD OF THE BUSINESS IMPROVEMENT AREA AGREES TO PAY FIFTY PERCENT (50%) OF THE COSTS TO REPLACE THE TODS SIGN ON HWY 7, TO BETTER DIRECT TOURISTS TO DOWNTOWN PERTH.

CARRIED UNANIMOUS

b. Digital Main Street- 3rd Grant

MOTION BIAB 2021 – 10.10

MOVED BY Joan Stephenson-Bowes

BE IT RESOLVED THAT THE BOARD OF THE BUSINESS IMPROVEMENT AREA RECOMMENDS THAT THE TOWN OF PERTH ADMINISTER THE THIRD ROUND OF FUNDING FOR DIGITAL MAIN STREET; AND THAT THE BIA PLAY A SUPPORTING ROLE. IF THE TOWN CANNOT APPLY FOR THE GRANT UNTIL AUGUST, THEN THE BIA AGREES TO ADMINISTER THE PROGRAM ONCE AGAIN FOR OUR MEMBERS.

CARRIED UNANIMOUS

Note: Delores McAdam left the meeting at 10:05 AM

c. Communication

MOTION BIAB 2021-10.11

MOVED BY Matt McShane

BE IT RESOLVED THAT THE BOARD OF THE BUSINESS IMPROVEMENT AREA AGREES TO OFFER A VIRTUAL COFFEE CHAT WITH MEMBERS TO FACILITATE MORE COMMUNICATION.

CARRIED UNANIMOUS

Note: Judy Brown left the meeting at 10:22 AM

d. Lanark County Corn Hole Championship

MOTION BIAB 2021-10.12

MOVED BY Joan Stephenson-Bowes

BE IT RESOLVED THAT THE BOARD OF THE BUSINESS IMPROVEMENT AREA AGREEDS TO DISCUSS THE IDEA OF CREATING A LANARK COUNTY CORN HOLE CHAMPIONSHIP IN OUR DOWNTOWN TO ATTRACT VISITORS TO PERTH.

CARRIED UNANIMOUS

12. Next Meeting – July 28th, 2021, 8:30 a.m., via zoom.

13. Adjournment: Motion to adjourn by Meredith Salvian at 10:47 AM