

MINUTES
DOWNTOWN HERITAGE PERTH BIA BOARD
To be held: 8:30 a.m. Wednesday, September 29th, 2021
Via Zoom

ATTENDANCE:

Present:

John McKenty, Krista Mackler, Matt McShane, Joan Stephenson-Bowes, Judy Brown, Rob Marois and Penny Flowers

Absent:

Delores McAdam and Mike Sangster

Absent on BIA Business:

None

Recording Secretary:

Kari Clarke

Guests:

None

1. Twelfth Meeting of 2021

a. Call to Order.

The meeting was called to order by the Chair, at 8:32 AM on September 29th, 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 Joan Stephenson-Bowes that the Board minutes of August 25th be approved. CARRIED UNANIMOUS

d. Insurance Verification

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

2. Disclosure of Additional items

3. Delegations and Presentations

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

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

No. 2021-084- Confirmation of Proceedings – August 2021

Moved by Joan Stephenson-Bowes

CARRIED UNANIMOUS

8. Unfinished Business

9. Receiving Correspondence and other Communications

For Information:

- a. August 10th, 2021 – Regional Economic Development Alliance-Meeting Notes
- b. September 2nd, 2021 – Tracy Bowes - Economic Recovery Task Force Minutes
- c. September 23rd, 2021 – Susan Beckel – Council Approval of BIA Motions

Requiring Action:

- d. September 23, 2021 - 1dea – Rebranding Package- Two BIA Options
 - September 23, 2021 - 1dea – Rebranding Package- All Four Logos Options
 - September 23, 2021 - 1dea – Rebranding Package-Rationale to link logos

Receiving Committee Reports

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

- Chair was not present at meeting
- Idea was introduced that SPF advertise for a new Co-Sponsorship Coordinator position

f. Promotion Committee – Joan Stephenson (+Minutes)

- Ackroo information sent to new committee members to review
- *Be Kind Campaign* committee of Rob, John and Jill met to discuss

- Shop, Stamp and Win Nov. 1st to Dec. 31st
- Launch of Christmas, Nov. 18- 5-8 PM
- Festival of Good Cheer – Nov. 27th
- Discussion of new video will be reviewed at next Promotion's meeting

g. Personnel Committee – John McKenty (+Minutes)

- Thank you to those who were able to attend the Meet and Greet and thank you to Michael Sangster for hosting
- AGM will be held Oct. 21 and the agenda and zoom link will be sent to BIA members ahead of time
- Members will be asked to submit questions ahead of the AGM
- The financial documents will be ready for the AGM for review as well as the year end review by the committee and Board Chair

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

- A grant application of \$100,000.00 will be submitted to decorate the downtown, when the trees are removed in 2022
- The grant will cover \$50,000 and we will request that the BIA and Town split the remaining costs
- Items being looked at are lighting installations that can be used throughout the year, a lit Instagram spot and possible projectors
- Alley beautification is on hold until the contracts are signed by the building owners and the Town of Perth, to mount paintings on their walls
- Flowers are chosen for 2022
- Committee discussed the idea of putting photos in the windows of empty store fronts, if the building owners will permit
- Nov. 8th is the date that the barrels will be decorated, all volunteers should meet at the Crystal Palace at 9 a.m.

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

- Only a few thousand dollars remains in the 2021 budget for CIP funding

j. Town Council – Update – Judy Brown

- Strategic Plan review is ongoing
- Industrial lands could be rezoned too residential

Note: Penny Flowers stepped out of the meeting at 9:40

- Perth Gold Course has been sold and 125 homes will be built with 9 holes being rezoned too residential
- Perth population is expected to increase to 10,500 by 2038

Note: Penny Flowers returned to the Board meeting at 9:50

k. Treasurer Report – (Updated Reports)

10. New Business

a. Staff Reports

None

b. Motions Coming out of Committee.

MOTION BIAB 2020-12.1

MOVED BY Joan Stephenson Bowes

BE IT RESOLVED THAT THE BOARD OF THE BUSINESS IMPROVEMENT AREA APPROVES THAT THE SHOP, STAMP AND WIN PROMOTION WILL BE HELD NOVEMBER 1ST TO DECEMBER 31ST, 2021.

CARRIED *UNANIMOUS*

MOTION BIAB 2021-12.2

MOVED BY Matt McShane

BE IT RESOLVED THAT BOARD OF THE BUSINESS IMPROVEMENT AREA APPROVES THE DECISION THAT THE 2022 STEWART PARK FESTIVAL WILL BE HELD OVER 3 DAYS, BUT THAT CHANGES MIGHT BE MADE DUE TO COVID PROTOCOLS AT THE TIME OF THE FESTIVAL.

CARRIED *UNANIMOUS*

c Other

1. Tourism Relief Fund Grant

- BIA will be applying for a \$100,000 grant to illuminate the downtown in 2022

Note: Krista left the meeting at 10:05

2. Rebranding

- BIA Board approves option “A”, but requests a small change

MOTION BIAB 2021-12.3

MOVED BY Matt McShane

BE IT RESOLVED THAT THE BOARD OF THE BUSINESS IMPROVEMENT AREA APPROVES THE OPTION “A” LOGO, IF THE BUILDING TO THE RIGHT OF THE CLOCK TOWER CAN BE CHANGED TO DEPICT A FLAT ROOF, LIKE THE BUILDINGS IN DOWNTOWN PERTH.

CARRIED *UNANIMOUS*

3. BIA Grants for Businesses

- This idea will be reviewed for 2022
- Committee needs to define a plan and a process to evaluate applications

4. OPP Discussion

- John McKenty has met with the OPP and expressed the concerns of our BIA members
- The BIA is requesting information about who will be issuing tickets regarding covid
- The OPP liaison officer has been invited to our November Board meeting

5. Strategic Plan

- The current Strategic Plan will be reviewed and brought forward for further discussion

6. Parking Update

- Majority of BIA members would like to see no fees in downtown lots
- Town staff wants to continue paid in lots and 2 hours on streets in 2022
- Revenue from parking comes back to BIA in different ways
- Downtown Environment Committee will meet to review options, possible compromise of paid parking on certain streets downtown and the lots for free

7. Appointment of Claire Rothery to the Environment Committee

MOTION BIAB 2021-12.4

MOVED BY Matt McShane

BE IT RESOLVED THAT THE BIA BOARD APPOINTS CLAIRE ROTHERY TO THE DOWNTOWN ENVIRONMENT COMMITTEE.

CARRIED UNANIMOUS

8. Appointment of Susan Park to the Environment Committee

MOTION BIAB 2021-12.5

MOVED BY Matt McShane

BE IT RESOLVED THAT THE BIA BOARD APPOINTS SUSAN PARK TO THE DOWNTOWN ENVIRONMENT COMMITTEE.

CARRIED UNANIMOUS

11. Additional Items to be Discussed.

Maplefest

- Recommend to the Chamber that the booths are moved to the center of the street, instead of on the sidewalk blocking our businesses
- Letter will be sent to Chamber asking them to review the Night Market format

12. Next Meeting – October 13th, 2021, 8:00 a.m., in Council Chambers.

MOTION BIAB 2021-12.6

MOVED BY Judy Brown

BE IT RESOLVED THAT THE BOARD OF THE BUSINESS IMPROVEMENT AREA MOVES THE START TIME OF THE BIA BOARD MEETINGS TO 8:00 AM GOING FORWARD.

CARRIED *UNANIMOUS*

13. Adjournment: Motion to adjourn by Joan Stephenson-Bowes at 10:34 AM