

**MOUNT FOREST BUSINESS IMPROVEMENT  
ASSOCIATION MEETING MINUTES  
April 21, 2020 @ 8:00 AM ZOOM MEETING,**

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**ATTENDEES:** Andrew Coburn, Bill Nelson, Dwight Benson,  
Callee Rice, Murray Townsend, Peter Mohr,

**ABSENT:** Kayla Morton, Sherry Burke, Dale Small

**CALLING TO ORDER** – Andrew Coburn; Chair Mount Forest BIA

**ADOPTION OF THE AGENDA**

Moved: Bill Nelson

Seconded: Dwight Benson

**DISCLOSURE OF PECUNIARY INTEREST**

None

**ADOPTION OF MINUTES**

Minutes of March 24<sup>th</sup> BIA Directors Meeting received by W.N. council

**ITEMS FOR CONSIDERATION**

**1. COVID-19 Pandemic and Initiatives Brought Forth**

**Downtown Mount Forest Group/Retail Committee Funding-** Would like funding to complete design work downtown (painting/murals) and business promotion through crisis. BIA will support initiatives financially as they arise which feel is beneficial to the BIA core, aforementioned initiatives incl. Will only do so via financial assistance to The Chamber retail committee. Needs to be structure in order to support initiatives. BIA asked Chamber & Retail Committee to create formal relationship. BIA does not want to curb enthusiasm, but needs to allocate tax payers money through certain channels for approval.

**Timing of Initiatives-** Discussed that spending money at this time could “beating a dead horse” with little uptake on website and businesses not actively open. BIA suggests implementing a plan of 30-60-90 days in order to maximize its potential and guided towards having all initiatives align with –reopening of businesses to prevent “dying out” prior to opening.

**Website:** Very little uptake from local businesses. BIA members to promote site as it is not just a short term initiative but needs to be sustainable long term.

**Fireworks & similar events:** Postponed until 2021

**Hardscapes:** Business as usual. General consensus to aim for Mid-May in order to give downtown core some life. Dwight handling.

**Maintenance of Flowers:** TWP supposedly not hiring students. Creates maintenance problem. Andrew emailed Councillor Sherry Burke for confirmation prior to ordering flowers.

\*Approved by chair and to be forwarded to council for approval.

**NEXT MEETING**

May 5<sup>th</sup>, 2020

**ADJOURNMENT**

Moved: Bill Nelson

Seconded: Dwight Benson