



MOUNT FOREST BUSINESS IMPROVEMENT

ASSOCIATION MEETING MINUTES July 16th, 2024 @ 8:00 AM

Meeting Room Mount Forest Arena

CALLING TO ORDER – Andrew Coburn; Chair Mount Forest BIA

PRESENT ATTENDEES

Members: Dwight Benson, Jessica McFarlane, Maggie Schram, Kailyn Cudney, Rachel Whetham, Andrew Coburn, Bill Nelson, Kyle Dallaire

Staff: Robyn Mulder

Community Members: Penny Renkin

ABSENT ATTENDEES

Sherry Burke, Allison Litt, Amanda Boylan

WELCOME AND INTRODUCTIONS

Dwight

REVIEW AND ADOPTION OF THE AGENDA

Dwight

Bill motions to adopt the agenda, seconded by Maggie, carried.

ITEMS FOR DISCUSSION

1. BIA Roles (Secretary, Vice Chair, etc)

Andrew

- Maggie Schram volunteers to take the role of Secretary
- Jessica McFarlane to take the role of Vice Chair.
- Bill motions that Jessica becomes Vice Chair and Maggie becomes Secretary, seconded by Dwight. Carried.

2. Weekly Garbage Pick Up - Main St

Bill

- Tabled until the end of the year, October
- No updates to report other than the only feedback we've heard has been positive

3. Snowflakes

Dwight

- Coming home they will have to be trailered as they'll have to be transported differently
- \$370 each, we transported 15, \$5550 + HST
- 3 or 4 extra that needed to be done
- Discussing the storage space in our trailer, we have many gold bikes in there and a discussion needs to be had about whether we continue the gold bike initiative & if so, where should the bikes be held- potentially participating businesses can keep their bikes in their business storage?
- Add Gold Bikes to August meeting

4. Light Bulbs

Dwight

- Still in the works
- Dwight questioned why Main St was the only part of the town in which light bulbs weren't upgraded during a recent funding initiative for LED lighting
- Township should have copies of the documents indicating that the BIA owns the light posts- between Robyn, Tasha and Brooke, they are going to be working to locate the documents
- There are 53 fixtures in the BIA district
- There is another retrofit coming out that Dwight has followed up on but haven't heard back yet

5. Q3 Newsletter

Kailyn

- Kailyn presented the Q3 newsletter and asked the board to review and advise of any changes if they see any
- Change 'Team Horst' to Royal LePage RCR Realty
- Change Wellington North Township to Township of Wellington North
- In the Q4 newsletter, Jessica suggested replacing the 'Wifi Stickers' with a reminder about the 'Imagine Your Business Here' boards available to vacant businesses

6. Event Budget / Fireworks Booth

Kailyn

- This year we don't have anyone available for the Fireworks this year but in future we should have a table set up
- Allocated event / marketing budget for 2024 was \$7500
- \$2000 has been allocated to Fireworks
- \$2000 to our Winter Family Fun Fest
- \$3000 to our Kick off to Summer
- This leaves \$500 for both our remaining events
- We have a surplus of \$1010 that was raised during our two previous events, which should give us a total of \$1510

- The Events committee suggested that going forward the Fireworks Festival donation is not to be included in our Event budget going forward
- Kailyn to gather some quotes for marketing materials, A Frame signs, a branded tent, etc and this is to come from the Advertising/misc allocated budget, to be presented at August meeting
- In the conversation of budget, Robyn suggested that we add in the 2025 budget to have someone from the BIA attend the OBIAA conference next year

7. Reimagined Laneway - Pizza Hut

Jessica

- Jess recaps from last meeting, we are not sure who owns the laneway & there is an issue with right of way access
- Concern was if we turn it into a park like the BMO parkette, we would be blocking off right of way access
- Jess followed up with Darren Jones & says title to the property is complicated so no permissions were able to be given to block access
- Owner of property to be determined

8. Economic Development Updates

Robyn

- Art contest happening for the 25th Anniversary of the town, entrants submitted an art piece and top 3 are to be placed in Mount Forest Arena, Arthur Arena & Kenilworth, winners to be announced end of August
- Artwork could be used in the Reimagined Laneway project
- Your Town Rising visited in June & provided some budget friendly suggestions for our downtown & was geared towards businesses, unfortunately there weren't many business owners there
- Robyn will be making appointments with businesses with a survey to gather information about what they feel is working, not working, how they would like to be communicated with, etc

9. Township of Wellington North Banners

Andrew

- Plan began last fall alongside council and the Arthur BIA in regards to wellington north banners
- Plan to identify Wellington North more and to unify with branding through either pole wraps and/or banners
- \$15,000 allocated for banners / pole wraps
- Concern is we just purchased and installed new banners
- Suggestion was the have the unified banners or pole wraps on either entrance of town considering we just replaced our banners

NEW BUSINESS

1. NEXT MEETING

August 13th 2024 in the Lower Leisure Room @ Mount Forest Arena

ADJOURNMENT

Meeting adjourned by Andrew.