



MOUNT FOREST BUSINESS IMPROVEMENT

ASSOCIATION MEETING MINUTES August 13th, 2024 @ 8:00 AM

Meeting Room Mount Forest Arena

CALLING TO ORDER – Andrew Coburn; Chair Mount Forest BIA

PRESENT ATTENDEES

Members: Dwight Benson, Kailyn Cudney, Rachel Whetham, Andrew Coburn, Kyle Dallaire, Maggie Schram

Staff: Robyn Mulder, Brooke Lambert

Community Members: Penny Renkin, Erin Kiers

ABSENT ATTENDEES

Jessica McFarlane, Bill Nelson, Sherry Burke, Allison Litt, Amanda Boylan

WELCOME AND INTRODUCTIONS

Andrew

REVIEW AND ADOPTION OF THE AGENDA

Andrew

Andrew motions to move Banners to point one, and add prospective member as point ten. Seconded by Kyle, carried.

ITEMS FOR DISCUSSION

1. Township of Wellington North Banners

Andrew/Brooke

- Brooke discussed the 2024 strategic plan

- The main goal of the 2024 strategic plan is build a safe, sustainable, and welcoming community so this is what brought forward the idea of banners to create some unity
- Idea was proposed to have township banners on the start/end of Main St & then use our town banners throughout the middle
- Hesitation comes from the idea of maintaining our 'unique identity'
- Idea was proposed that signs is posted at the edges of town with the existing 'simply explore' Mount Forest signs
- Timing is unfortunate for the banners considering we just purchased new banners this year
- Potential to have another discussion with a group of members from both Mount Forest & Arthur BIA's, council and township
- Discussion to be continued into september

2. Snowflakes

Dwight

- Not back yet but are being restrung
- Tabled to september

3. Gold Bikes

Amanda

- Said go ahead with getting rid of gold bikes but would love to keep 10 for future use
- Perhaps they could be stored with the business owners who want to participate
- If we're to be storing them but aren't to be using them, perhaps they are to be removed entirely
- Tabled to october meeting

4. Light Bulbs

Dwight

- Had one company come back to Dwight that has a sensor in the light that allows you to change the colour of the light, (3000k, 4000k, 5000k) would need to rewire, guaranteed for 5 years, estimated to last 10 years
- Looks like it would be approx \$10,000.00 plus labour
- Dwight estimates it would reduce township hydro costs by 50-60%
- Dwight proposed we purchase 2 bulbs to see if we would like them
- Township/PUC changes/pays for the existing bulbs
- Table to September meeting

5. Marketing Materials

Kailyn

- Advertising budget of \$1000, \$593.25 spent on event cards, split 4 ways
- Kailyn presented quotes from Marc Apparel, Print One and Vistaprint for various marketing materials including flags, tents, and signs
- Dwight motions to purchase 2 A-Frames at 189.59 + HST each from Marc Apparel and one retractable sign at 195 + HST from Print One, Maggie seconded. Motion carried.

6. Reimagined Laneway - Pizza Hut

Andrew

- No updates at this time

7. Economic Development Updates

Robyn

- Robyn would like to start a business retention and expansion program for October to highlight challenges and opportunities in Mount Forest and Arthur
- Interviews to happen October / November and could go into the spring

8. Wifi Payment

Andrew/Robyn

- We paid for it and then there was a RED grant in which we got 50% back, then the township paid for some
- We are not responsible for this until 2025
- Andrew to reach out to Wightman for a utilization report to see if its worth it to continue
- \$164 monthly
- To be on october/november

9. Project Ideas from Community Member

Kailyn

- Janice Benson emailed us with some suggestions for project ideas or areas for improvement
- suggests we light up the Museum and Archives with lights at Christmas time, I saw Listowel does this and it looks nice, she suggests it coincides with the Christmas Tree lighting
- Second suggests that we use brighter flowers in our planters, Minto uses bright pink and yellow and is what she is referencing
- Discussion to be had with Richard about potentially using brighter flowers going forward

10. Prospective Member

Dwight

- Erin Kiers (owner of Hybrid Hair Detox Spa) expresses interest in joining the BIA
- Dwight motions to accept Erin Kiers as a new member of the BIA, Kyle seconds. Motion carried.

NEW BUSINESS

1. NEXT MEETING

September 10th 2024 in the Lower Leisure Room @ Mount Forest Arena

ADJOURNMENT

Meeting adjourned by Andrew.