



MINUTES OF MEETING OF ARTHUR BIA

Wednesday, September 25, 2024 @ 7:30 PM
Virtual via Zoom link

Board Members present:

Angela Alaimo, Chair
Paula Coffey, Vice Chair
Jim Coffey
Gord Blyth
Sheila Faulkner
Mitch Keirstead
Councillor Lisa Hern

Other Attendees

Robyn Mulder EDO

Absent

Chris McIntosh

Review and Adoption of the Agenda at 7:31pm

Chair Angela called the virtual meeting to order

THAT the agenda for the September 25, 2024 meeting of the Arthur Business Improvement Area be accepted and passed. Paula asked that the Agenda be amended to include a discussion of Township grants available. Motion to approve Agenda with that amendment by Lisa and seconded by Paula.

Review and Approval of Minutes

THAT the minutes from the August 21, 2024 Arthur Business Improvement Area meeting be approved and passed. Motion to approve August minutes by Mitch, and seconded by Gord

Financial Report

Review of financial report from Chris, Motion to approve by Jim and seconded by Gord.

Roundtable Discussion:

The Township has indicated that it wants message boards placed in both Arthur and Mount Forest. The cost is about \$3k per message board which is twice the cost of the one that we had selected. There will be two in Mount Forest so the Township has suggested two in Arthur – one at the corner of the cenotaph park where we had determined we would place ours and one at the arena. Paula will ask Mandy if we can pay half rather than the full amount.

Angela gave report received from Brooke Lambert CAO of the Township regarding the Pride banners. No explanation of Council's decision.

Brooke indicated that she was in favour of the letters. It is too late to send the letter in support of the change to the legislation – that motion has been made by the OBIA to the province already. Lisa indicated that if Brooke was in favour of the letters then we could proceed. Angela will send the letter requesting assistance from the County.

QR codes – after some discussion about the low numbers of viewers, Gord suggested that cards be made up and distributed around to local businesses to promote them on a weekly basis so that people know that the banners and QR codes are related. He will ask Caroline to design some over the winter.

It was decided that this year's AGM would be hybrid. Someone will contact Jim Phillips to see if they have an OWL system that we can use.

Robyn reported that Dan Farrelly had recommended not leaving any flower pots out over the winter in case of damage by plows. We all agreed to follow Dan's recommendation.

It was noted that there was an Instagram post complimenting the mums that Paula had planted over the fall.

Lisa reported that Arthur Greenhouse did not want to give us a quote for flowers next year. Paula agreed to contact LittleTree to put in the order.

Angela advised that the BIA has been asked to support the Christmastime in Arthur street fair with a closing of Charles Street and part of Georgina. Everyone agreed to support this event.

Angela advised that the BIA has been asked to contribute to the Christmas insert in the Wellington Advertiser again, sharing cost on a one third basis with the Chamber and the Township. Everyone agreed to support this contribution.

We discussed what should be included in our 2025 work plan and budget – flowers, \$2k for the message board, poppy refurbishing (although there may be a grant), replacement of two pots, renewal of the QR code software, two additional banners for bump outs and another 3 – it was discussed about posting on social media to attract consideration for people and places to showcase on the banners, an event budget and lighting for the holiday season and an OWL system. The AGM is scheduled for November 15. Any other line items to be sent to me, and I would work with Chris to develop the draft budget.

Robyn addressed the speed networking event coming up with 10 resources for employers.

I mentioned that I was struggling sending out information to members since I only have a mailing list with only a few email addresses for owners and tenants.

We discussed who has voting power at the AGM and that the tenant would need written permission from the landlord to vote at the meeting. I will ensure that that is conveyed in the notice for the meeting.

We discussed whether we would include trees in pots as part of our budget. It was decided that this would be a big expenditure and that there really isn't space on the sidewalks to put additional pots with trees. Paula will message Jennifer McDougall about the tree planting that the Lions' Club will be implementing as part of their anniversary and see if they could incorporate some trees for shade in the downtown area.

We will think about other structures/ideas for shade.

We discussed lighting for the downtown area. She will find out more information from Elora re the lights that they had displayed. They are glued to the outside of the buildings by a lighting company.

We agreed that we would propose an increase to the levy by 5% this year.

Paula suggested a Sip, Savour and Shop event. She polled the downtown businesses and everyone agreed that we need an event to pull people into the downtown area. It would be experience centred and interactive eg. Foodland agreed to do a tasting night.

Paula spoke about the grants available from the Township. The deadline is September 30. She will ask for a grant for the Arthur By the Fire event if Copernicus doesn't apply.

We discussed where to have the AGM since it would be hybrid. Gord will investigate the Senior's Hall. The cost is by donation.

Sheila addressed an issue she was having with a shoplifter in her store. We discussed an appropriate way of assisting our businesses with getting this information out.

Date of next meeting:
October 16

Adjournment by Sheila