
Meeting Minutes Board of Management April. 13, 2021 Virtual 6pm

Attendance via Zoom: Paul Shettell (Treasurer), Clair Culliford (Secretary), Nancy Dudley (Co-Chair), Marjorie Crew (Council), Samantha McFadden (Board) and Connie Beneteau (Office).

Nancy called the Zoom meeting to order. She noted that there was not a Board meeting conducted in March and therefore we will be approving February's Meeting Minute tonight. Nancy welcomed Samantha McFadden to the Board. Samantha is the Director of Marketing for Apollo Property Management.

A motion was made to Approve the Agenda first by Paul and seconded by Clair. All were in favour. Motion was approved.

Sergeant Cowell was out of office for this meeting and unable to attend.

Nancy asked if there were any business arising from the previous Meeting Minutes?

Seeing none, a motion was made to accept the Previous Board Meeting Minutes first by Marjorie and second by Paul. All were in favour and Meeting Minutes were approved.

There was no declaration of conflict of interest.

Board Reports:

Co-Chair: Nancy had no additions at this time.

Secretary: Clair:

The outdoor market that the businesses are participating in is postponed until May 8th, 9am-4pm
OBIAA newsletter is available if anyone would like it emailed to them.

The Capitol Theatre is putting on a virtual event: Celebrate St. Paddy's Day April 17 with the Irish Rovers.

National Takeout day is April 15th

Office Update: Connie

We have received some grant money for RetroFest™ 2021. A budget to run a Virtual RetroFest™ is just as expensive to run as a live RetroFest™. It's just that the dollars go to different places. We had a quote from X-Events to run our event and the content was mostly their pre-recorded content like cooking shows or DIY craft projects. We also asked Abstract Marketing and they were able to quote the same amount but staying true to the essence of RetroFest™. (Car Cruise, Car Show, Ms Retro, Junior Judges). Abstract's quote included Candlebox Production crew. Included in the quote is several pre-recorded videos and a live stream production on May 21 and 22. The location will be undisclosed.

Further discussion: Can we include a clause in the agreement with Abstract that if we do not go through with the event (Live Stream) do we get some money back? It was determined that even if we don't do the live stream, all the work will be done upfront and we will have content to stream on those 2 days just the same.

One board member feels we cannot go "live" outdoors. It was asked if they wanted Retro not to happen at all this year. The answer is no, we can do something.

It was suggested that we have everything pre-recorded and ready to go. That way we can still have retro like a movie production. If we plan on doing Live Stream and cannot due to restrictions, it will be much harder to pivot and get all the pre-recording done. Then if we can do the Live Stream, we can switch to that at the last minute.

A motion was made by Nancy to put together a “best-case scenario and a worst-case scenario”. The motion was seconded by Marjorie. All were in favour. Motion was passed.

Nancy also made a motion to increase office hours (Connie) due to the increase in work with RetroFest. Paul seconded that motion. All were in favour and the motion was passed.

Treasurer: Paul: Everyone received a copy of the financial reports prior to the meeting for review. Paul identified that we have not spent any advertising funds this first quarter. Our mandate is to help advertise for the businesses. He would like to see regular advertising for the merchants. We need to consider the services as the service businesses exceed the number of retails in our downtown. We also need to figure a way to help the new cannabis stores as they contribute to the levy however they have strict Federal laws ruling their advertising.

MCK Representative: Margorie mentioned the outdoor patio support has been received. She has not seen any feedback on the 3rd Street Bridge construction that is coming soon and the downtown Lamp posts are moving forward as planned.

New Business:

Discuss renewal of Hedden Maintenance for Spring and Summer. Currently we know that the downtown hanging flowers were ordered last December. What we do not know for sure is if the Municipality will be maintaining them or if we need to the same as last year. Bill has been doing a good job with cleaning the streets, usually in the evening and after a weekend. *A motion was made by Nancy to continue having Hedden Maintenance working at the previous rate, which was seconded by Paul and all were in favour. Motion passed.*

Nancy stated that the next Board Meeting is scheduled for May 11, 2021 and if there were no other new business, she would like a motion to adjourn the meeting.

A motion was made to adjourn this meeting. First by Paul and second by Clair. All were in favour and the meeting was adjourned.

Signature of Chair: _____ Nancy Dudley (electronic signature)

Signature of Secretary: _____ Clair Culliford (electronic signature)