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## Meeting Minutes Board of Management May 11, 2021 Virtual 6pm

Attendance via Zoom: Paul Shettell (Treasurer), Clair Culliford (Secretary), Nancy Dudley (Co-Chair), Marjorie Crew (Council), Samantha McFadden (Board), Sergeant Doug Cowell (CK Police), Ken Labonte (CK Fire), Mike Plante (Board), Matt Reaume (CK Ec. Dev) and Connie Beneteau (Office).

Nancy called the Zoom meeting to order. She welcomed everyone and wanted to give a specific welcome to Matt Reaume. Matt is currently replacing Taylor Hughes as our CK Economic Development representative.

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

Sergeant Cowell gave us a verbal report on how the downtown has been doing and overall, the numbers are significantly down. The reports show there were 30 calls last month compared to 80 the same time last year. This has to do with the lockdown and bars not being open, the mall is basically closed, and he believes the Social Services are doing a great job with mental health calls being down as well.

*A motion was made to Accept the Police Report, first by Paul and seconded by Marjorie. All were in favour. Motion was approved.*

Nancy asked if there were any business arising from the previous Meeting Minutes? Connie made some note to the board: The outdoor Market was scheduled for May 8, is now June 5<sup>th</sup>. The RetroFest Event was scheduled for May 21/22 is now scheduled for June 25/26, 2021. The last note from the previous meeting minutes was suggested that we have everything pre-recorded, and in that way if we could not go live, we would still be set. The production manager said that in order to do that, the work would be done twice and the cost would increase significantly. Therefore, we are still targeting the live streaming on June 25, and 26 with only the agreed upon pre-recorded material (10-10-10).

*A motion was made to accept the Previous Board Meeting Minutes with the inclusion of the above notes first by Marjorie and second by Samantha. All were in favour and Meeting Minutes were approved.*

Nancy asked if there were any declaration of conflict of interest? Seeing none, we moved on.

### Board Reports:

Co-Chair: Nancy updated us on business changes downtown. The downtown had a lot of changes. We now calculate 60% are services and 40% are retail. (Noting that some fall into both categories). The new businesses that have opened up during this pandemic appear to be having much success. We have also lost some due to the restrictions of opening.

### Secretary: Clair:

I (Clair) participated in a Water-in-CK Zoom meeting. This was an initial meeting for this group. Clair is looking forward to the report that resulted in this initial meeting as there seemed to be a lot of participation.

Clair informed everyone if you are interested in receiving the OBIAA newsletter that Connie can forward that to you. In the OBIAA newsletter is a program called I Believe (in small town businesses).

Office Update: Connie informed the board that we have begun our 2020 audit with Deloitte (on-line). Everything that they have asked for so far has been completed. The Winter Banners have all been damaged from this past season and the Shooting Stars all need refurbishing.

*A motion was made by Paul to find out how many we will need with the new lamp posts that are being replaced by Entegrus and then get quotes. This was seconded by Clair. All were in favour. Motion was approved.*

The Retrofest Facebook analytical has the event performance at 57, 241 people reached with 7,644 in the last 7 days (May 4-11). The Ms. RetroFest contestants have all been chosen, the 10 car guys and their cars are scheduled to be pre-recorded and we have a meeting with Abstract Marketing and Candlebox Production this week.

There are two Summer Student applicants. One is Larissa from last year and another person. Nancy will review the resumes with Connie.

Light Up CK-defer to another day.

Treasurer: Paul: Everyone received a copy of the financial reports prior to the meeting for review. Paul reiterated his concern about advertising for this quarter. Connie informed the board that this will change as all the businesses have been notified via email from this office as well as Sarah from the Chatham Voice will be calling to see if anyone wants to advertise in June 24<sup>th</sup> issue. The advertising will be centered around RetroFest but they will receive a \$119 ad for only \$25. The BIA will cover the remainder of the cost, helping the businesses. Paul noted that we did some much-needed renovating work in the office.

It was suggested that we put out a survey to the businesses as to “what would you find useful to help your business and what are you struggling with?”, other than ‘Opening,’ we can’t change the Provincial rules on lockdown.

MCK Representative: Margorie was asked to find out if the lamp posts were still going in this year. She said that Entegrus closed last month for tenders and has a bid. Therefore, we should still be putting up new lamp posts this summer or fall (2021). Marjorie informed the board that she had spoken to P. Smith (Social Services) and the Municipality plans on putting up port-a-johns in our downtown area and in other places. Marjorie was also asked to see if the Municipality hired summer students. They did in fact get summer students that will be assisting with watering plants this year. Deb V said the plants will be up the first week of June. Another question that was asked of Marjorie was about the camera installation downtown. This installation has been delayed by the Fiber going in downtown. Last there was a motion that was to go to council asking about a business getting parking spaces at reduced rate. There is no charge on King Street so we cannot reduce a parking rate. This was brought up because a neighbouring city does this so we should do it also. In order for them to receive this benefit, they would be talking about the Municipal parking lot. When it comes to parking, the BIA should always be consulted as there could be repercussions.

MCK Representative: Matt suggested a program that Blenheim has ran, it's called pay it forward. Matt can connect us with the person who ran it (Life by Design). Matt informed us that the program "Digital Main Street" no longer has any available funding for it but still has services available. There may be more money coming later. The C.I.P. program, was not sure if there were any funds remaining in that program at this time.

New Business: It was suggested that we take a better look at the alley between the Capitol Theatre and ALL building. There is approximately 9 feet between the two buildings. Perhaps we can add strung lights and create an event alley. Also suggested was a Chalk wall for statements to be made by the public (example: Before-I-Die I want to). Then every time it rains you start again. More research would be necessary.

Nancy stated that the next Board Meeting is scheduled for June 8, 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 Mike and second by Marjorie. All were in favour and the meeting was adjourned.*

Signature of Chair: *Nancy Dudley* (electronic signature)

Signature of Secretary: Clair Culliford (electronic signature)