
Meeting Minutes
Board of Management
Sept. 8, 2020 at the HDTC-BIA office 6:00pm

Attendance: Paul Shettell (Co-Chair), Clair Culliford (Secretary), Nancy Dudley (Public Relations), Connie Beneteau (BIA Office.), Stephanie Simmons (Board Member), Jordan Kniaziew (Board Member), Taylor Hugh (Municipality of CK: Ec. Dev), and Marjorie Crew Municipality of CK: Council)

Paul called the meeting to order and thanked everyone for coming. Paul informed the board that Chief Ken Labonte will be joining us for future meetings but was unable to attend tonight.

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

Police Report by Sgt Doug Cowell was sent over email and a hardcopy was distributed to the Board Members. The numbers are average compared to the past. It was mentioned that today the Bradley Centre closed the temporary shelter and the new shelter is not in place. Therefore, we have seen a significant number of people on the streets with their backpacks hanging around. Paul asked if there were anything else to discuss from the police report.

Mike asked about the status of the malls windows that are all boarded up. Is there not a by-law that only allows them 6 months to get them fixed?" The BIA understands that there are more complex issues involved with the mall. It was asked if we could get Mark Reinhart to put something up on them, like paint a mural. Perhaps we could do a competition. First we would need to ask the mall for their permission.

Paul then asked if there were any business arising from the previous Board Meeting Minutes.

Seeing none, a motion was made to accept the Previous Board Meeting Minutes first by Clair and second by Jordan. Meeting Minutes were approved.

(Correction)

Paul asked if there were any Declaration of Conflict of Interest. None.

Board Reports:

Co-Chair: Jim Carrington / Co-Chair: Paul Shettell informed the board as Co-Chairs between the two of them, there will be one or the other to attend the meetings.

Secretary: Clair Culliford: Correspondence: OBIAA 50th Anniversary and BIA week; Small Business Recovery Grants awarded to downtown businesses; MCK June 2020 Budget Variance Forecast; various newsletters. The Budget Variance Forecast can be found online in the Agenda of August 2020. The OBIAA newsletters asked that we share the 50th Anniversary in some way in hopes that the BIA will help promote the Ontario BIA Association and the good that they do for all. It was noted that Connie (Office staff) is only here a couple of days per week and we can't do all we use to do at a full week. However, we will do something.

Office Update: Connie

New Lamp posts – Locations for breaker panels and banners. The BIA sent out an email to the businesses that it would be closest to to see if they had any comments. No comments were received back. The only comment from the BIA on the 4 locations were the one that is going next to the old Waymur Building. The frontage is supposed to be all store front and may not appreciate a 4-foot metal box in front of the window. Also sent in the same email was the size of the banners for the banner pole spacing and these will be permanent fixtures. What that means is if anyone wants to put up a banner, they must be the same size as our current banners or they will not be able to go up. (Note: The Legion banners are significantly smaller than the BIA Banners)

Summer Student (Larissa) has completed her time with the BIA. We will definitely look into hiring another student next year.

Video update: WaderLikesMedia has 3 45 second videos (service, retail, and entertainment) and a longer 1-minute video completed for us now. We will need to devise a plan on how best to get that video out on all social platforms. The original funding towards the project was to be used ½ for content (video) and ½ for pushing it out (paid advertising). We would like all the businesses on social media to share these videos on their platforms. It was asked if businesses would do a \$25 gift card to share the video. Example CK-Mom on Instagram has approximately 40 business donate and she puts a package together. Like her posts, follow those businesses and get into a draw. It was also mentioned that not everyone could get touched-on in a 45 second video. We do not believe this will be our last either. Connie submitted a spreadsheet on participants between the Wade Video and Individuals that have been completed.

Santa Claus Parade Due to Covid-19, a live Santa Claus Parade is not permitted this year. Connie proposed a month-long option in November that would tie in with the Merchant's Christmas Open House. The budget to do this would be smaller than the actual parade and may not require any sponsorship and only come from the Special Events line item. Week 1-3, Santa out – post on social media and (like finding waldo) where did you see Santa? Draw to win a prize. Week 4 same but tie into the Merchant's Open House date and generate a Virtual Santa Claus Parade (with a larger prize). It was suggested that we collect for the charities that usually benefit from the Santa Claus Parade. Perhaps a "fill the bus" idea.

A motion was made to accept the idea of a virtual Santa this year, first by Nancy and second by Marjorie. Approved

Beautification downtown: Bill has done a wonderful job keeping the flowers alive this year through the heat. Also, we plan on continuing to water as long as we can. Normally the summer students would be going back to school and the flower baskets would have to come down. This year we can keep them for as long as possible.

Treasurer: Jeff Comiskey (NA): A Financial Report was included in everyone's package. It was noted that Advertising for this year will be higher than budgeted as the BIA felt that using the money to create a positive picture and 'post pandemic' to come back to Downtown Chatham was the best way to assist the businesses. Jeff has asked previously for a projection on Staff costs this year as we had two people (one training) in the office at the same time. Bill will be listed under Beautification after the BIA inherited the hanging baskets due to Covid-19. There will not be sponsorship money like previous years as we were not able to have any events. We did not receive any grants (other than the summer student) due to no events this year.

MCK Representative: Margorie Crew discussed the issue with a new initiative coming through the Chatham-Kent Police.

MCK Representative: Taylor Hughes discusses having weekly events in October as it is Small Business Month.

A motion was made to approve the Board Reports, first by Nancy and second by Clair. It was asked if all were in favour. Yes. Motion was approved.

New Business: A board member wondered in this new-age if there was a better option from two signature chequing system that we use, something like Docu-sign. This years Annual General Meeting may look different as well. We will have to make a plan. Paul also mentioned that we still needed to look into the Global Strategy for downtown parking and accessibility for the next 4-5 years.

A motion was made to adjourn this meeting. First by Mike and second by Jordan. All in favour, meeting adjourned.

Meeting Adjourned. Next Meeting October 13, 2020

Signature of Chair:



Signature of Secretary:

