

MINUTES of a meeting of the **Port Stanley BIA Board of Management** held on Wednesday, January 11th, 2017 at 5:30 p.m. at the Harbour House, 194 Main Street, Unit 10, Port Stanley.

Present: T. Halwa, Chair; Councillor D. McNeil, V. Coughlin; D. Kussmann, L. Snowden and J. Patriquin

Staff: K. DePrest, Director of Finance/Treasurer and D. Wilson, Deputy Clerk

Regrets:

1. Call to Order

T. Halwa took the Chair and called the meeting to order at 5:33 p.m.

2. Disclosure of Pecuniary Interest and the General Nature Thereof

None was declared.

3. Adoption of Minutes

Moved L. Snowden; Seconded D. McNeil

THAT: The BIA Board of Management minutes dated Tuesday, December 13, 2016 be adopted. CARRIED.

4. Correspondence (Action)

a) Website

Email correspondence received from Stephen Hotchkiss, The New New Age, voicing concerns with the BIA website. T. Halwa was uncertain as to what Mr. Hotchkiss's concerns were with the website. D. Kussmann noted that email was addressed to the BIA Chair and he should make contact to identify/clarify the concerns. She was not comfortable with possible accusations being implied by Mr. Hotchkiss. The Board discussed inviting Mr. Hotchkiss to a meeting. It was agreed that Ted would contact Mr. Hotchkiss to discuss email content with the possibility of him attending a future board meeting.

5. Accounts

a) Bell Invoice – deferred from December 13

The members were still uncertain with amount in this invoice and which media campaign it applied too. L. Snowden suggested she pursue the matter further with Bell and report back to the Board. The members approved of that approach.

b) Don West Truck Advertising

Staff noted this was project was approved in principle in 2016. The following resolution was passed:

Moved D. McNeil; Seconded D. Kussmann

THAT: The BIA Board of Management approve payment of \$6,215.00 to Don West Construction Ltd., for the BIA's portion of the truck advertising partnership which included the BIA, the Municipality of Central Elgin and Don West Construction Ltd. CARRIED.

c) Go Daddy – Port Stanley Harbourfest Domain Name

The Board agreed to defer this payment as Harbourfest event for 2017 is still undecided.

- d) Cynthia Dewit Invoice – Christmas in the Harbour Domain Name
V. Coughlin noted that Ms. Dewit purchased the domain name for Christmas in the Harbour and now needs to be reimbursed.

Moved D. Kussmann; Seconded L. Snowden
THAT: The BIA Board of Management approve payment of 120.90 (US dollars), attached invoices of \$111.00 & \$9.90, to Cynthia Dewit for expenses related to Christmas in the Harbour. CARRIED.

- e) Ted Halwa – 2016 Conference parking expense. Ted Halwa indentified a pecuniary interest at this time as expense was his claim. Councillor D. McNeil assumed the chair for this discussion. The following resolution was passed:

Moved D. Kussmann; Seconded L. Snowden
THAT: The BIA Board of Management approve payment of \$15.00 to Ted Halwa for parking expenses incurred to attend BIA Conference in London in April 2016. CARRIED.

- f) CRO Invoices

Moved D. McNeil; Seconded J. Patriquin
THAT: The BIA Board of Management approve payment of \$1,186.50 to CRO Canada for monthly Social Media Marketing Maintenance (Oct, Nov & Dec 2016) as per attached invoices. CARRIED.

At this time, the Board discussed the large expense for monthly maintenance to CRO. D. Kussmann noted that we no longer have a dedicated manager for our account to monitor Facebook and Twitter. The members discussed developing a RFP document for website maintenance. It was agreed to terminate the existing contract with CRO and prepare and circulate a RFP to provide these services. The following resolution was passed:

Moved D. Kussmann; Seconded J. Patriquin
THAT: The BIA Board of Management authorize staff to give notice of their wish to terminate the existing contract with CRO as per the contract terms and conditions. CARRIED.

6. Marketing & Promotion

- a) 2017 Marketing Plan
L. Snowden reviewed some preliminary information for the upcoming 2017 Marketing Plan. She advised that Canfest and Harbourfest Committees have been established for both events and are beginning to meet to review details. T. Halwa referred to Spring Fling event and suggested inquiring if a BIA executive member can attend for exposure. It was agreed that Dianne would provide this information to the Spring Fling organizer, Wendy Cowie. L. Snowden indicated that once the BIA Budget has been passed, media packages can be developed and approved.
- b) 2017 Event Advertising in County of Elgin 2017 Visitor's Guide
V. Coughlin indicated this is the only annual Visitor's Guide for local events. She suggested it is a beneficial advertising tool with a large distribution area. The members agreed in principle to the insertion for approximately \$1,000.00. L. Snowden noted she will make contact with Aylmer Express to proceed with a draft advertisement.

7. Beautification

a) Housekeeping Projects List

T. Halwa provided an update on the ongoing list. He noted the use of a student to complete the list would be beneficial. The members discussed need for supervision of student. K. Harris indicated the municipality would be open to sharing a student from the Green Team while providing complete supervision of that student. The members agreed in principle to this approach.

8. New Business

None.

9. Unfinished Business

a) Discussion of Planning Meeting and Survey Results – deferred due to time

b) 2017 Budget & Changes to Levy

K. Harris and D. Wilson advised that due to timing it is too late for this year to change minimum and maximum calculations. The members understood that timelines did not allow for giving proper notice and receiving any objections. It was agreed that minimum amount of \$180.00 and maximum amount of \$1,000.00 would remain for 2017. K. Harris suggested a separate meeting be scheduled strictly for budget. The members considered times and dates and agreed on Sunday, January 23, 2017 @ 10:00 am at Peppertree Spice Co.

c) Canada Summer Jobs Program – deadline January 2, 2017

As discussed above, K. Harris advised that Central Elgin will be employing seasonal summer staff which can be shared with the BIA. The members agreed in principle to sharing a Central Elgin seasonal staff member with a focus on beautification list.

10. Adjournment

Moved D. Kussmann; Seconded L. Snowden

THAT: The BIA Board of Management meeting dated January 11th, 2017 be adjourned at 7:11 p.m. and the next meeting be scheduled for Sunday, January 23, 2017 @ 10:00 am at Peppertree Spice Co. CARRIED.

The meeting was adjourned at 7:11 p.m.



Dianne Wilson
Secretary



Ted Halwa
Chair