

**MINUTES of the Port Stanley BIA Board of Management meeting held on Wednesday, March 16<sup>th</sup>, 2017 at 5:30 p.m. at Telegraph House, Main Street.**

Present: T. Halwa, Chair; Councillor D. McNeil, V. Coughlin, D. Kussmann and C. Gates

Staff: D. Wilson, Deputy Clerk

1. Call to Order

T. Halwa took the Chair and called the meeting to order at 5:30 p.m.

2. Disclosure of Pecuniary Interest and the General Nature Thereof

None was declared.

3. Minutes

V. Coughlin noted that Linda Snowden was listed as an attendee February 1 but was actually absent. D. Wilson apologized and indicated she would make the correction. The following resolution was passed:

Moved D. Kussmann; Seconded C. Gates

THAT: The BIA Board of Management approve the minutes of the meetings dated January 22, February 1 and February 15, 2017 as amended. CARRIED.

4. Correspondence (Action)

At this time the Chair wished to discuss the absence of Jame Patriquin as a BIA Board Member. He indicated that he had received a text message from Ms. Patriquin advising that due to other commitments she could no longer serve on the Board. D. Wilson emailed her to request a formal resignation with no response to date. The Committee agreed to deal with the matter through the following resolution:

Moved C. Gates; Seconded V. Coughlin

THAT: The BIA Board of Management accept with regret the resignation of Jame Patriquin as per her text message dated February 15, 2017 sent to the Chair Ted Halwa. CARRIED.

5. Correspondence (for Information)

- a) 2017 BIA Budget – passed – By-law 2123 D. Wilson advised that Council passed the 2017 BIA Budget. The Committee referenced website improvements and management. C. Gates indicated that in discussion with Deb Kussmann, she believes they have the ability to perform these duties in an effort to save some money. C. Gates suggested BIA does not need a new website, just some improvements, possibly a video. D. Wilson advised that municipal staff is taking forward a report to Council to purchase Canada 150 banners and inquired if BIA was interested in partnering instead of purchasing their own as per the BIA budget. Councillor McNeil suggested this would be a great idea. The following resolution was passed:

Moved C. Gates; Seconded D. Kussmann

THAT: The BIA Board of Management agree to partner with the Municipality in the purchase of Canada 150 banners;

AND THAT: The BIA Board request all decorative light fixtures in the BIA area with banner arms be adorned to an upset limit of \$1645.00. CARRIED.

6. Accounts

a) Bell Media

Moved D. McNeil; Seconded V. Coughlin

THAT: The BIA Board of Management approve the payment of \$542.40 to Bell Media as per the attached invoice which is outstanding from 2016. CARRIED.

b) Great Lakes Publishing

Moved C. Gates; Seconded D. McNeil

THAT: The BIA Board of Management approve the payment of \$399.00 USD to Great Lakes Publishing respecting Lake Erie Living as per the attached invoice. CARRIED.

7. Marketing & Promotion

a) Radio Advertising

D. Kussmann reviewed two (2) radio packages being Easy 101 Tillsonburg and Bell Media – BX93. There was a consensus to approve the Easy 101 package. The following resolution was passed:

Moved C. Gates; Seconded D. McNeil

THAT: The BIA Board of Management approve the expenditure of \$10,075.00 plus HST to Easy 101 Tillsonburg for 2017 radio advertising as per the campaign package as presented by Deb Kussmann. CARRIED.

8. Events

At this time, D. Wilson advised that she has been contacted by Lisa Fitzmaurice, Kanagio Yacht Club looking to assist with events, possibly boat parade if one is scheduled for either event.

a) Canada Day Canfest

C. Gates indicated fireworks have been booked for July 2 as price is cheaper. She suggested that she will offer an online auction again on Facebook to cover the costs. She further suggested that she and Deb Kussmann have agreed to keep the event small and be successful. D. Kussmann suggested that several events/sales will be happening in the Village and the BIA can help promote these activities through advertising.

b) 2017 Harbourfest

T. Halwa reviewed planned activities to date and noted need to hire an event planner to proceed with organization. He indicated the following activities are being proposed: fireworks, vendors in DOC building, children's games, dog walk, firefighter fish fry, possible ghost ship exhibit, car cruise night. He further noted Harbourfest Committee consists of himself and BIA members Doris and Linda Snowden. D. Wilson advised that advertising for the Event Coordinator is necessary as done in 2016. She requested Ted to supply copies of the minutes from the Harbourfest Subcommittee meetings.

9. Unfinished Business

a) BIA Vacancy

The Board members discussed filling the vacancy. D. Wilson noted that two other email inquiries were received when the last vacancy was filled by Carol Gates. She suggested contacting those individuals to see if they are still interested. The Board members agreed with this approach and asked Dianne to follow up. It was suggested that anyone interested be invited to attend the next BIA meeting to observe.

10. New Business

a) Mobile Food Vendors

T. Halwa questioned if Board should make a submission. There was no support to make a submission. It was noted that many are in favour and many are opposed to the proposed mobile food trucks and each business needs to represent themselves and their position at the public meeting on March 27.

11. Next Meeting

Committee agreed that the next meeting would be Thursday, March 23 to discuss hiring a BIA Events Coordinator for Harbourfest.

12. Adjournment

Moved D. McNeil; Seconded C. Gates

THAT: The BIA Board of Management meeting dated Thursday, March 16, 2017 be adjourned at 7:35 p.m. and the next Board meeting be scheduled for Wednesday, March 23 @ 5:30 p.m. at the Telegraph House. CARRIED.

The meeting was adjourned at 7:35 p.m.



\_\_\_\_\_  
Dianne Wilson  
Secretary



\_\_\_\_\_  
Ted Halwa  
Chair