BIA update to Town Council
July 8th, 2019
Where we've come from

- No Executive Director for most of 2018
- Limited member engagement
- Internal board discord
- Incoherent business plan and operational execution
- Limited promotions and advertising in 2018
- Change in Board leadership
- New ED in place as of December 3rd, 2018
- Heritage streetlight implementation finally complete
Where we are going:

- Fully resourced with staffing, projects, strategies
- Addition of new board members - ongoing
- Developing internal self-sufficiency
- Developing new brand image and identity
- Leverage business partnerships
- Increasing revenues
- Increased scope and number of promotional events
- The downtown reinvigorated as the heart of the town
Executive Director's Report
ED work plan accomplishments

- compliance with Ontario's Municipal Act
- improved linkages with Town Municipal Staff
- streamlining workflow processes
- full-year calendarization of all important activities
- asserting BIA influence in positive ways
- establishing strong relationships with the 200+ members
- attending community events
- new banking arrangements including 1st BIA credit card
- multi-year financial planning underway
ED work plan accomplishments

- working closely with the Chamber of Commerce
- implementing best practices from BIA's, BID's and BIZ's
- full-year calendarization of all important activities
- asserting BIA influence in positive ways
- establishing strong relationships with the 200+ members
- attending community events
- new banking arrangements including 1st BIA credit card
- multi-year financial planning underway