



Tillsonburg Business Improvement Area

Board Meeting – MINUTES - Thursday, July 18th, 2019

7:30 am meeting – BIA Board Office – 20 Oxford Street, Tillsonburg

1. CALL TO ORDER: Determine if a quorum is present. Time: 7:38 am
QUORUM: YES
Members present: C. Tomico, M. Tedesco, C. Heutinck, C. Pepper, D. Gilvesy
Members absent: W. Cameron, D. Rasokas
Staff present: M. Renaud, Z. Corriveau, A. Cammaert, K. Slattery
2. ADOPTION OF THE AGENDA:
 - a. moved by: D. Gilvesy seconded by: M. Tedesco
“CARRIED”
3. DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF:
 - a. none declared by members present.
4. ADOPTION OF THE MINUTES from the special meeting of May 9th, 2019
 - a. moved by: M. Tedesco seconded by: C. Heutinck
“CARRIED”
5. ADOPTION OF THE MINUTES from the special meeting of May 14th, 2019
 - a. moved by: M. Tedesco seconded by: C. Heutinck
“CARRIED”
6. ADOPTION OF THE MINUTES from the meeting of June 20th, 2019
 - a. moved by: M. Tedesco seconded by: C. Heutinck
“CARRIED”
7. DELEGATIONS: Introduction of summer students Zachary Corriveau and Ashley Cammaert by the ED. The ED asked the students how they were enjoying their new responsibilities and stressed the importance of their efforts in keeping the downtown clean, orderly and in excellent condition at all times.



8. TREASURER'S REPORT – M. Renaud in absence of Treasurer D. Rasokas:
The ED reviewed the bank balances, financial statements for both June 2019 and 2019 year-to-date. There was a discussion of asking the town to send full levy cheques vs. sending net amounts owed. This would allow the BIA bookkeeper to better track income and expenses as the statements and information from the town are not clear nor timely. There was a 2018 adjustment for debt principle and interest which occurred more than 180 days after the end of the previous fiscal year. The ED distributed the financial statements which are attached to these minutes.
9. COMMITTEE REPORTS:
 - a. Beautification: Very positive feedback continues. Some continuing push-back from the militant smokers resulting in the Tillsonburg OPP being called to deal with vandalism to the non-smoking signage, demarcation points and damage to the hexagonal picnic table. The ED and mall staff relocated this table back to the Staples parkette on Bridge Street the evening of July 9th. The Rona umbrellas are not wearing well and are of poor quality particularly with respect to the sewing of the corner pockets that hold the metal framing. The ED will follow-up with Rona Head Office. The ED purchased 10 additional replacement umbrellas from Canadian Tire. They are of better quality, with less moving parts, better sewed panel and overall good value.
 - b. Communications & Promotions/Report from Events and Marketing Co-ordinator: K. Slattery gave the board an update via a computer presentation. The presentation included all the metrics for social media platforms. All are positive in terms of numbers, trends and interactions. Next sidewalk sales days are scheduled for August in conjunction with the Tillsonburg Town Centre Mall calendar. The EMC spoke about the new branding and proposed colour schemes. New website is under development. C. Pepper spoke about meeting with the EMC to discuss and develop the branding for the BIA so that it is cohesive with the town's new branding/messaging. The EMC also spoke about "BIA Achievement Awards" which will be a key part of the upcoming AGM in November. There will be a presentation as to what the awards will be. This will be a key imperative to drive attendance at the AGM.
 - c. ED report: There was discussion of the failures of Staples Corporate and their many issues to do with communication, invoicing, product quality and a general lack of follow-up. The ED will keep the board apprised of the results. Turtlefest: there was a lengthy discussion about the composition of the



committee. D. Gilvesy spoke about the ED providing the board with a resolution about asserting BIA influence with respect to how the committee is run. There should be job descriptions for all key committee members on the Turtlefest committee. Next year is the 10th anniversary of Turtlefest and it will be an important milestone. The ED spoke about the resources required to effect and improve execution of the event and the need to have the EMC as a full-time staff person in 2020.

10. OTHER BUSINESS: The Chair brought forward an issue to deal with smoking that had been forwarded by Councillor Rosehart. The ED spoke about the new town bus routes being implemented on August 20th by BTS. There are several permanent stops in the BIA Zone. The BIA will have a new monthly show on Rogers TV. Mark Renaud (ED) and Karlee Slattery (EMC) will be the producers of the show. We will keep the board informed. This will help disseminate the BIA messaging on various. Follow-up to occur beginning next week with John Payne, Rogers Community Television – Oxford County.

11. NEW BUSINESS & UPDATES:

- a. There will be no board meeting in August. The next meeting is Thursday, September 19th, 2019.
- b. The Board Chair said he would respond to the correspondence sent to the board by Councillor Chris Rosehart.
- c. The ED and EMC will be sending out the draft budget for 2020 in advance of the September board meeting. The board will need to formally pass the budget no later than Thursday, October 24th, 2019 so that the BIA board staff can send out the AGM meeting notices, documentation, budget and agenda at least 3 weeks prior to the November 26th, 2019 AGM at Carriage Hall.

12. ROUNDTABLE:

13. NEXT MEETING – Thursday, September 19th, 2019 at Carriage Hall – 25 Brock St. E. 7:00 am breakfast, 7:30 am meeting.

- a. moved by: D. Gilvesy b. seconded by: C. Heutinck 9:12 a.m.