



Town of Collingwood

Collingwood Downtown BIA Board of Management Minutes

October 29, 2014

BOARD OF MANAGEMENT

Bradley Green – Chair
Margot Nicolson – Vice-Chair
Bob Cook
Cameron Trott
Ed Christie
Ryan Gardhouse
Joe Saunders - Regrets
Douglas Snider – was not in attendance

COUNCIL

Councillor Ian Chadwick – was not in attendance

RESOURCE

Susan Nicholson – BIA General Manager
Monica Gal - Recording Secretary

DEPUTATION

A meeting of the Downtown Collingwood Board of Management Business Improvement Area (BIA) was held on Wednesday, October 1, 2014 at the hour of 6:00 p.m. in the Business Development Board Room, 105 Hurontario Street.

WELCOME / CALL TO ORDER

The Chair welcomed all in attendance and determined that a quorum was present then called the meeting to order at 6:20 p.m.

ADOPTION OF THE AGENDA

*Moved by Board Member Cook
Seconded by Board Member Trott*

THAT the Collingwood Downtown Board of Management Business Improvement Area (BIA) adopts the October 29, 2014 Agenda as presented.

CARRIED

CONFIRMATION OF THE ADOPTION OF THE MINUTES

THE October 1, 2014 Collingwood Downtown Board of Management Business Improvement Area (BIA) Minutes were adopted electronically and were received by Council at their October 20th meeting.

DECLARATIONS OF CONFLICT OF INTEREST OR PECUNIARY INTEREST - nil

FINANCIAL REPORTS

BUSINESS ARISING FROM THE OCTOBER 1, 2014 MEETING

- **Strategic Planning – RED Application / Local Food Fund Application**

The General Manager confirmed that the consultants have been hired for the town of Collingwood's Economic Development Project and briefly elaborated on their proposed work plan, which includes conducting interviews and providing links to online surveys. A tour of the community has been scheduled for November 19th. The results of the interviews, surveys and the tour are expected to be shared within a short timeframe, with the expectation that doable actionable items will result from the project. The BIA General Manager and the town's Director Planning is assisting with the project and it will provide much of the base analysis that will become part of the RED work plan.

- **Local Food Application**

The General Manager advised that an announcement from OMAFRA regarding the Local Food Fund Application is expected shortly.

- **Annual General Meeting**

The General Manager advised that the Town recommends that the Board prepare a draft budget be presented at the meeting, thereby giving the new Board the opportunity to finalize their budget.

- **Elections**

The General Manager circulated copies of the 2010 Call for Nominations timelines. The Clerk and Deputy Clerk propose to use the same format for the upcoming BIA Board of Management Elections. The Board concurred with their recommendations.

- **Treasurer's Report**

The General Manager reviewed the financials for the period ending October 24, 2014 and forecasted year end and confirmed that the Board's financial position is sound.

Moved by Board Member Gardhouse

Seconded by Board Member Trott

THAT the Collingwood Downtown BIA Board of Management accepts the Financial Statement for the period ending October 24, 2014 as presented.

CARRIED

- **Invoices Paid**

The General Manager elaborated on the listed invoices. The Board having reviewed the list of invoices paid since the last meeting approved them as follows:

Moved by Board Member Cook

Seconded by Board Member Gardhouse

THAT the Accounts Payable Vouchers of the BIA up to October 29, 2014 in the amount of \$16,686.81 be endorsed as presented.

CARRIED

- **Invoices Paid to Saunders Office Pro**

**Moved by Board Member Gardhouse
Seconded by Board Member Nicolson**

THAT the Accounts Payable Vouchers of the BIA up to October 29, 2014 in the amount of \$14.87 to be endorsed as presented.

CARRIED

CORRESPONDENCE SENT BY THE BIA GENERAL MANAGER SINCE THE OCTOBER 29TH MEETING:

1. Media Release regarding Art Chair Auction/Thanksgiving activities
2. Member Newsletter – October 2014
3. Letter of support for the Environment Network's Depave Project application
4. Media Release regarding Black Harvest
5. Media Release regarding Santa Claus Parade
6. Chamber of Commerce e-newsflash regarding Santa Claus Parade
7. Media Release regarding Random Act of Kindness

CORRESPONDENCE RECEIVED BY BIA GENERAL MANAGER SINCE THE OCTOBER 29TH MEETING:

1. Email from BIA member regarding St Paul Street parking – *The General Manager will follow-up with the Clerk.*
2. Letter from Town of Collingwood regarding dissolution of Elvis Festival Board
3. Information package regarding 'Tale of a Town' initiative – see town.

COMMITTEE REPORTS

- **Maintenance**

The General Manager noted the Board's concerns with respect to the malfunction of the speakers and some of the lights in the trees.

- **Decorating**

Decorating Chair Green advised that Remembrance Day banners will be in place shortly. Decorating Chair Green confirmed that he has contacted officials in London, England regarding the possible purchase of some of the Tower of London Poppies which will be sold later this year.

- **Communications**

Chair Saunders sent regrets. The General Manager will send out the newsletter later in the week.

- **Promotions**

Promotions Chair Trott advised that Black Harvest was well received. The Board commented favourably on the route modification of the upcoming Santa Claus Parade.

- **Marketing**

Marketing Chair Nicolson advised that sale of commercials on the CTV Network have exceeded expectations. Sale of advertisements in print media is going well. The Director, Marketing and Business Development for the Town of Collingwood is working with Zoomer Media® regarding additional marketing for the holiday season.

- **Walkway/Laneway Project**

Board Member Snider was not in attendance. The Board requested that the BIA General Manager speaks with Board Member Snider in advance of the AGM.

- **Policy and Procedures** - Board Member Snider was not in attendance.

- **Parking and Bylaws – nil.**

- **General Manager Susan Nicholson**

The General Manager elaborated on her circulated Staff Report and briefly reviewed the content for the upcoming Ice Sculpture Festival.

- **Council Representative Ian Chadwick** – was not in attendance.

COMMITTEE REPRESENTATIVE REPORTS

- **Heritage Advisory Committee**

The General Manager advised that the Ontario Heritage Trust has not allocated funding towards any celebrations, for Heritage Week (February 16 -22, 2015) which coincides with the Family Day holiday.

- **Elvis Festival**

The Business Development Centre is taking the lead on developing the marketing plan for the 2015 Festival.

OTHER BUSINESS

NEXT MEETING

The next meeting of the Board of Management of the Collingwood Downtown BIA will take place on **Wednesday, November 12, 2014 at 6:00 p.m. in Council Chambers, Town Hall.**

ADJOURNMENT

Moved by Board Member Trott

THAT the meeting adjourns at 7:29 p.m.

CARRIED

Bradley Green, Chair