

MINUTES
DOWNTOWN HERITAGE PERTH BIA BOARD
Held: 8:30 a.m. Wednesday, January 26th, 2022
Via Zoom

ATTENDANCE:

Present:

John McKenty, Delores MacAdam, Judy Brown, Rob Marois, Penny Flowers, Mike Sangster, Joan Stephenson-Bowes and Krista Mackler,

Absent:

Matt McShane

Absent on BIA Business:

None

Recording Secretary:

Kari Clarke

Guests:

None

1. Second Meeting of 2022

a. Call to Order.

The meeting was called to order by the Chair, at 8:03 AM on January 26, 2022, with 8 Board members in attendance.

Kari Clarke is the Recording Secretary.

b. Disclosure of Pecuniary Interest and General Nature Thereof

There being none, the Chair moved on to the next order of business.

c. Approval of Last Minutes

Moved by Judy Brown that the Board minutes of November 24th be approved.

CARRIED UNANIMOUS

d. Insurance Verification

It was confirmed that insurance is in place for the BIA.

2. Disclosure of Additional items

- a. BIA Reserve
- b. Resignation of Matt McShane

3. Delegations and Presentations

There being none, the Chair moved on to the next order of business.

4. Closed Session

There being none, the Chair moved on to the next order of business.

5. Open Session

6. Matters Arising from the Closed Session

7. Confirmation By-law

No. 2021-087- Confirmation of Proceedings – November 2021

Moved by Delores MacAdam

CARRIED UNANIMOUS

8. Unfinished Business

9. Receiving Correspondence and other Communications

For Information:

- a. January 22, 2022- Joan Stephenson-Bowes – Mastermind Summary

Requiring Action:

Receiving Committee Reports

a. Stewart Park Festival Committee – Delores MacAdam

- Applying for a Reconnect Grant for 2022
- *Several new members on the committee in 2022*
 - Kendra Hobbs – Marketing Coordinator
 - Marcel Quenneville and David Kroetsch – Crystal Palace Coordinators
 - Matt McShane – Vender Market Coordinator
 - Rob Marois – Sponsorship Coordinator
- *Update from SPF Sponsorship*
 - Canvassing historical donors
 - Working with SPF marketing group
 - Contacting larger companies to be official partners
 - TD offers amazing supports to festivals
 - Reviewing Tiptap technology

- Spring concert April 22nd at the Crystal Palace/Tay Basin
- This will be a Community Celebration of Music
- Two musical acts – The Commotions and Beetlejuice
- Community groups will be invited to promote their upcoming events.
- Vendor Market guidelines are changing for 2022

MOTION BIAB – 2022-2.1

MOVED BY Joan Stephenson-Bowes

BE IT RESOLVED THAT THE BOARD OF THE BUSINESS IMPROVEMENT AREA AGREES THAT THE SPF VENDOR MARKET IN 2022 WILL BE OPEN TO BIA BUSINESSES FIRST TO BRING IN COMMERCIAL PRODUCTS AND NON-BIA VENDORS TO BRING IN ARTISAN PRODUCTS ONLY.

CARRIED *UNANIMOUS*

b. Promotion Committee – Joan Stephenson- Bowes (+Minutes)

- Show Your Love for Perth is ongoing.
- First film is made, and radio ads have been purchased
- Committee will not pursue ACKROO
- Planning events per quarter of the year
- Currently discussing Shopping and Dining Guide for spring distribution
- Sponsors needed for 2022 Festival of Good Cheer bags
- SPF Market – BIA business can use CEM grant to take part
- New video will used to advertise on FB and Instagram

Note: Delores MacAdam left the meeting at 8:26.

c. Personnel Committee – John McKenty (+Minutes)

- Discussed moving from a contract position for the BIA coordinator to a full-time position
- Delores preparing report for end of summer, will report to Board
- Reviewing the difference between an independent contractor, contract employee and permanent employee

d. Downtown Environment Committee – Krista Mackler (+Minutes)

- We will meet in February to determine what will be required from artists
- We intend to hire artists in April and have the art project completed in May

e. Town Community Improvement Plan (CIP) Advisory Panel – Judy Brown

- Annual report was approved
- All areas in Perth are included except for the industrial park

f. Town Council – Update – Judy Brown

- Arterial road discussion in being reviewed and Council is looking at three phases of construction
- Council is waiting for a report on the feasibility to use corner of Chetwynd and Craig and possibly increase the size of the intersection
- Perth is creating a master plan for development and reviewing the current plan
- Different developers are looking at affordable housing

g. Treasurer Report – (Updated Reports)

- Waiting for accountabilities for December 2021

Note: Krista Mackler left the Board meeting at 9:40 a.m.

10. New Business

a. Staff Reports

None

b. Motions Coming out of Committee.

1) Promotions Committee recommends not going forward with Ackroo

MOTION BIAB – 2022-2.1

MOVED BY Joan Stephenson-Bowes

BE IT RESOLVED THAT THE BOARD OF THE BUSINESS IMPROVEMENT AREA AGREES THAT THE BIA WILL NOT CONTINUE MOVING FORWARD WITH THE ACKROO GIFT CARD PROGRAM AND WILL LOOK AT

DIFFERENT OPTIONS GOING FORWARD

CARRIED *UNANIMOUS*

c Other

1. Strategic Plan

- Working group to be established to review the BIA Strategic Plan
- Rob Marois will facilitate the group
- Feb. 22nd will be the first meeting
- Group will be composed of Board members, BIA members and Tourism and Town staff will be invited to participate

MOTION BIAB 2022-2.2

MOVED BY Judy Brown

BE IT RESOLVED THAT THE BOARD OF THE BUSINESS IMPROVEMENT AREA APPROVES THE ESTABLISHMENT OF A WORKING GROUP TO REVIEW THE CURRENT BIA STRATEGIC PLAN AND TO REPORT BACK TO THE BOARD.

CARRIED UNANIMOUS

2. Board Vacancy

- There have been no applications received

3. 2022 Overview

- Will look at the year of events and promotions in each quarter of the year
- Planning will be done in advance for each quarter

4. Mastermind Follow Up

- Maplefest was raised by several members, and they wanted Chamber organizers to include Foster St. in their event
- John and Kari to arrange meeting with the Town and Chamber Manager to discuss

11. Additional Items to be Discussed.

a. BIA Reserve

- Discussion deferred until the next Board Meeting

b. Resignation of Matt McShane

MOTION BIAB 2022-2.3

MOVED BY Michael Sangster

BE IT RESOLVED THAT THE BOARD OF THE BUSINESS IMPROVEMENT AREA ACCEPTS WITH REGRET THE RESIGNATION OF MATT MCSHANE FROM THE BIA BOARD AND THE PROMOTIONS COMMITTEE BUT HE WILL REMAIN ON THE STEWART PARK FERSTIVAL COMMITTEE.

CARRIED UNANIMOUS

12. Next Meeting – February 23rd, 2022, 8:00 a.m., in Council Chambers and via zoom.

13. Adjournment: Motion to adjourn by Joan Stephenson-Bowes at 10:15 AM