



PERSONNEL COMMITTEE MEETING

MINUTES

Held: Tuesday, February 27th, 2024, at 8:30am

Location: Council Chambers

Present: John McKenty, Krista Stead-Mackler, Dawn Bell, and Kelsey Dold

1. Call to Order

The meeting was called to order by the Chair at 8:33am

2. Disclosure of Pecuniary Interest and General Nature Thereof

There being none, the Chair moved onto the next order of business

3. Disclosure of Additional Items

- a. **SPF Meeting**
- b. **BIA Website**
- c. **Associate Memberships**
- d. **By-laws and Procedures**
- e. **Resource Tools**

4. Unfinished Business

- a. OBIAA Conference Program
- Kelsey Dold to send suggestions to the committee for review
- Courses to be taken will be determined at the next Personnel meeting
- b. Coordinator Banked Hours**
- Notice for using banked hours:
 - At least a day in advance to leave work early using banked hours

- More notice, at least a week, is needed when closing the BIA office for a full day or longer

5. New Business

a. Coordinator Report

- The **full** Coordinator's Report is available upon request
- Reviewed the map survey
- Collaborated with Perth Tourism in the making of the 2024 events card
- Conducted interviews for the SPF Marketing Coordinator position
- Met with our Website consultant to renew their contract
- Met with John McKenty and Sheldon Giff to revise the Procedural Bylaw
- Met with John McKenty and Jane Farrell to discuss Economic Development
- Attended committee meetings
- Filmed content at various locations in collaboration with business owners
- Attended a Perth Chamber of Commerce event
- Collaborated with Perth Tourism to incorporate an adults themed scavenger hunt for Frost & Fire
 - Created, printed, distributed, collected prizes, notified winners
- Stays up to date with clerical tasks
 - Creating and distributing agendas and minutes, responding to inquiries, issuing cheques, processing VSCs for the SPF, etc.

b. March Newsletter

- Show your Love for Perth
- International Women's Day
- Reminders:
 - Business hours up to date on all platforms
 - Clock change
 - March Break
- Saint Patrick's Day
- Festival of the Maples
- Easter
- Kick-off to Summer
- Social media member engagement

c. March Marketing Plan

- Film Easter reels
 - Products, specials
- Conway's Men's Wear reopening
- Share more than two businesses on stories per day
- The rest of the proposal is approved

6. Discussion of Additional Items

a. SPF Meeting

- Dawn Bell to attend the March 7th SPF meeting to discuss downtown restaurant involvement and promotional collaboration for Kick-off to Summer
- Krista Stead-Mackler to also attend the March 7th SPF meeting to discuss the vendor jury process, when it will take place, and which BIA Director will sit on the panel

b. BIA Website

- There is opportunity for development
- Discussed having members submit a photo, a brief bio (with a specific character count), and their logo to be added to their business listing
 - Kelsey Dold to meet with our Website Consultant to discuss

c. Associate Memberships

- The Associate Membership Package can be revised once the Procedural Bylaw has been approved
- Kelsey Dold to create a package for potential Associate Members
 - Letter
 - Application Form
 - BIA Board Members
 - Committee mandates, responsibilities, and the coordinator's job description
 - Social Media Policy

d. By-laws and Procedures

- John McKenty and Sheldon Giff met to revise the current bylaws and adjust accordingly
- Based off the Town of Perth's model
- John McKenty to schedule a meeting with the Town of Perth's Clerk, Susan Beckel, to discuss the revised document
- The BIA Board must approve the draft and then it be sent to Council for approval

e. Resource Tools

- Kelsey Dold to compile resources in the form of a package for business owners including:
 - Labour Laws
 - Grants
 - Financial resources
 - Contacts
 - Counselling services, etc.
 - Resources such as the Small Business Advisory Centre, etc.

7. **Next Meeting:** Tuesday, March 26th, 2024, at 8:30am

8. **Adjournment:** by the Chair at 9:55am