



DOWNTOWN PORT ELGIN

BUSINESS IMPROVEMENT AREA

BOARD OF MANAGEMENT MEETING
Wednesday October 2nd, 2024 9am
Via Zoom

MINUTES

Attending: Andrew Kennedy, Andrea Belair, Pier Donnini and Lisa Mills, Coordinator

Regrets: Rachel Stack, Melissa Good

1. Meeting called to order at 9:17 am

2. Land Acknowledgement, Lisa Mills

We want to acknowledge the Territory of the Anishinabek Nation: The People of the Three Fires known as Ojibway, Odawa, and Pottawatomie Nations. And further, to give thanks to the Chippewas of Saugeen and the Chippewas of Nawash, known collectively as the Saugeen Ojibway Nation, as the traditional keepers of this land.

3. Additions to the Agenda

None

4. Request for Declaration(s) of Pecuniary Interest

None declared.

5. Request for motion to adopt minutes of April 3rd, 2024 Board Meeting

Moved by Pier Donnini

Seconded by Andrea Belair

Passed unanimously

6. Chair's Report, Andrew Kennedy

a) Recruitment for additional Board Members - will be addressed at the AGM
Warm candidates could be John at Rabbit Dash, Taylor or Mike from Cabana, Candace from Elyse Salon, owner of the Crystal Shop

b) AGM Thursday, November 7, 2024

Lisa will approach Steve Harris of Rosina's for the use of their private dining area
Lisa and Andrew will develop an Agenda for the evening highlighting the year's successes and the coming year's plan

Also on the agenda will be ways to grow the levy, either by increasing the existing Membership's contributions or enlarging the BIA to include all of Port Elgin

7. Treasurer's Report, Andrea Belair

We are on track per our budget

8. Coordinator's Report

a) Farmers' and Artisan Market 2024 - very successful year with full complement of vendors (50), at the new location

Market was well attended with over 1000 visitors weekly who enjoyed an amazing compliment of vendors offering a variety of local foods, crafts and other artisan made goods

b) Review Manager remuneration for 2025 - Shawna's done an amazing job and while we were well over budget this year due to the new location, those were one-time expenses and next year's revenues will result with profit Shawna also indicated that Vendor fees may rise for 2025

c) Shawna also has some recommendations to encourage cross promotion between BIA businesses and market vendors. Also, she'd like to provide vendors with post cards that vendors can use at other markets to encourage visiting the Port Elgin market.

9. Promotions and Events Report, Andrew Kennedy

a) August Party - very well attended and Andrew had great feedback from attendees regarding the presentation of the event, the bands, and the overall smooth execution of the event

Next year this could be a ticketed, all ages event (all ages tends to keep the attendees well behaved!), that will help offset costs

b) Art in the Alley - June - a fun event that gave the Alley between Rosina's and Great Huron a much needed glow-up and the installation of the permanent art is a great asset. The artists that participated are open to another event and while this was attempted in early September, weather intervened

c) Easter - really well attended event but Melissa and Andrea feel the egg hunt isn't optimal - rather have the Easter Bunny be in one spot distributing candy and stores can also participate. The bubbles and petting zoo were a big hit

d) Family Day - great idea, but a difficult draw for an outdoor event. Either think up something else or let this one go

e) Shoppers' Night - 2023 was an overwhelming success and we'll keep a similar format for 2024 with Santa, decorating Coulter Parkette, tree lighting with the mayor, kid's entertainment and horse drawn wagon rides. 2024 event will be November 14

10. Streetscape Report

no report

11. Town Report

no report

12. Next Meeting OCTOBER 15, 9:30 am

13. Meeting Adjourned