

Exeter Business Improvement Area
Agenda

Wednesday, October 9, 2024, 7:00 p.m.

South Huron Welcome Centre

303 Main Street S

Exeter ON

Pages

1. Welcome, Call to Order and Land Acknowledgement

We would like to begin by acknowledging that the land we stand upon today is the traditional territory of the Anishinaabe (A-ni-Shnaw-bee), Haudenosaunee (Ho-De-ne-show-knee) and Neutral peoples. We recognize the First Peoples' continued stewardship of the land and water and our roles as treaty people, committed to moving forward in the spirit of reconciliation, gratitude, respect and education with all First Nation, Métis and Inuit people.

2. Approve Amendments to the Agenda as Presented

Recommendation:

That the Exeter BIA Board approve the agenda as presented.

3. Minutes

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Recommendation:

That the Exeter BIA Board adopt the minutes of September 30, 2024.

4. Chair's Message

5. Discussion Items

5.1 BIA Manager

5.2 BIA / Welcome Centre Lease

6. Reports

6.1 Councillor's Report

6.2 Financial Report

Recommendation:

That the Exeter BIA Board receives the verbal Financial Update for information.

6.3 Promotions Report

Recommendation:

That the Exeter BIA Board receives the verbal Promotions Update for information.

6.4 Beautification Report

Recommendation:

That the Exeter BIA Board receives the verbal Beautification Update for information.

6.5 In-Camera Reports

Recommendation:

That the Exeter BIA Board receives the verbal In-Camera Update for information.

7. Non-Director Comments

8. Member Events

9. Adjournment

Recommendation:

That the Exeter BIA Board adjourn at _____ to meet again at the call of the Chair.

Exeter Business Improvement Area
Minutes for the Exeter Business Improvement Area Meeting

Monday, September 30, 2024, 7:00 p.m.
South Huron Welcome Centre
303 Main Street S
Exeter ON

Members Present: Stephanie Vandebussche, Vice Chair/Beautification Chair
Janice Brock, Secretary/Treasurer
Lauryn Marion, Promotions Chair
Jayme Lamoureux, Director
Wendy McLeod-Haggitt, Council Representative

Member Regrets: Rupert Robinson, Director
Benita Ruby, Director

1. Welcome, Call to Order and Land Acknowledgement

The meeting was called to order at 7:05 p.m.

2. Approve Amendments to the Agenda as Presented

Moved: L. Marion

Seconded: W. McLeod-Haggitt

That the Exeter BIA Board approve the agenda as presented.

Disposition: Carried

3. Minutes

Moved: L. Marion

Seconded: J. Brock

That the Exeter BIA Board adopt the minutes of August 29, 2024 as presented

Disposition: Carried

4. Chair's Message

None.

5. Discussion Items

5.1 Social Media Project Update

An update on the project was provided. Close to 30 businesses have signed up for the social media project. The Videographer has visited and completed filming at two businesses as of the date of this meeting. Many of the businesses have already scheduled their sessions for videography. Hoping to complete all videography before the snow flies. Extra footage is also being taken for the BIA website for additional content.

5.2 BIA Manager Recruitment Update

Three interviews with candidates have been completed. A discussion regarding the applications received and the overall interview process took place. The Board will be updated when a suitable candidate has been found and has accepted the position.

Moved: J. Brock

Seconded: J. Lamoureux

That the BIA receive the verbal report re: BIA Manager update for information.

Disposition: Carried

5.3 SLED Grant Update

Chair Vandebussche discussed communicating with adjacent BIAs in the area to talk about current happenings within our community. Chair Vandebussche has met with a member of the OPP to discuss options available for education on community safety. The purpose of the grant is to install motion sensor solar lights in the ally/back of building areas to increase visibility to reduce vandalism and theft at local businesses. The Board discussed the possibility of subsidizing cameras for businesses in line with the funding program.

Moved: W. McLeod-Haggitt

Seconded: L. Marion

That the BIA Board receive the verbal report re: SLED Grant for information.

Disposition: Carried

5.4 BIA Strategic Direction - Municipal Community Improvement Plan

The Municipality of South Huron has reached out to the BIA to notify them that they are bringing forward a Community Improvement Plan for approval. They have inquired if the BIA had any Strategic Plans or Mandates that they would like to be considered as a part of the process.

Moved: J. Lamoureux

Seconded: L. Marion

That the BIA Board receive the verbal Report re: BIA Strategic Direction for information.

Disposition: Carried

6. Reports

6.1 Councillor's Report

None.

6.2 Financial Report

6.2.1 Budget

Discussions on annual advertising.

6.2.2 Credit Card

Discussion surrounding the need for a BIA credit card. This would be beneficial for paying for items such as training, utility bills and supplies needed for in-office and marketing. Member Ruby provided detailed information on what is required to apply for a credit card.

Moved: J. Lamoureux

Seconded: S. Vandebussche

That the BIA approve an application for a credit card to be submitted in the name of the successful Manager Candidate with a maximum limit in the amount of \$1000.00

Disposition: Carried

6.2.3 Quickbooks transition to online platform

Discussion was had regarding transitioning the existing desktop version of Quickbooks to the online platform (already purchased). This is a necessary step as the current BIA laptop is outdated and will need to be replaced with a new machine in the coming weeks.

6.2.4 Computer Quotes

Moved: L. Marion

Seconded: W. McLeod-Haggitt

That the BIA approve the purchase of a replacement laptop for the office manager. The cost to include hardware and transfer of critical documents to a maximum amount of \$2000.00

Disposition: Carried

6.2.5 BIA Office painting compensation

The BIA would like to compensate our local resident for painting the entry to the Welcome Centre/BIA Office.

Moved: J. Lamoureux

Seconded: W. McLeod-Haggitt

That the BIA approve compensation in the amount of \$150.00 for the painting of the front entrance of the Welcome Centre.

Disposition: Carried

6.3 Promotions Report

6.3.1 Experience Exeter

The BIA Board has been using an outside contractor to manage the Social Media pages while the BIA Manager recruitment continues. The Board is happy with the work so far and will continue to contract out for social media in the interim.

6.3.2 Community Signage Boards

Discussion surrounding managing the community signage boards was had. Laura Connelly has offered to manage the boards on behalf of the BIA in the interim.

Moved: J. Lamoureux

Seconded: W. McLeod-Haggitt

That the BIA approve Laura Connelly to manage the local signage board(s) in the interim while the BIA successfully fills the Manager position.

Disposition: Carried

6.4 Beautification Report

Discussion was had regarding florals and community planters for the 2025 season. A member will connect with Municipal staff to discuss.

7. Member Events

7.1 South Huron Business & Community Awards Gala Update

Planning is well underway with the South Huron Chamber of Commerce. The date is Thursday, October 17, 2024. Continuing to take pictures of Nominees for the awards. Discussion was had regarding utilizing the videographer for the social media project to capture some footage of the Awards Gala for the Chamber website as well.

7.2 Jack-o-Lantern Jamboree

So far Big Brothers Big Sisters will set up a table for kids to decorate popcorn bags. A local farm has offered to donate 50 pumpkins to the BIA for families to pick up and be able to decorate. Discussion around setting up a Halloween backdrop for pictures as well. Planning and engaging with local businesses is continuing.

7.3 Santa Claus Parade

Exeter Santa Claus Parade application for road closures & the route has been submitted to the municipality. The proposed date of November 16th for the parade for the road closure was submitted for Council approval. Once the road closure request has been approved by Council, an invitation to join the parade and float information will be released. BIA will be continuing to plan the annual event with the Lion's Club.

8. Non-Director Comments

None.

9. Adjournment

Moved: L. Marion

Seconded: J. Brock

That the Exeter BIA Board adjourn at 9:19 p.m. to meet again at the call of the Chair.

Disposition: Carried

Stephanie Vandebussche, Chair

Janice Brock, Secretary/Treasurer