

Exeter Business Improvement Area
Agenda

Tuesday, May 20, 2025, 8:00 p.m.

Contact the BIA Manager info@exeterbia.com or 226-423-3028 for electronic meeting details

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

1

Recommendation:

That the Exeter BIA Board adopt the minutes of April 8, 2025.

4. Chair's Message

5. Financial Report

Summer Student Update- Confirmed Acceptance with SHCC. SHCC rent discussion

Recommendation:

That the Exeter BIA Board receives the verbal Financial Report of May 20th for information.

6. Promotions Report

6.1 Ladies Night

Update from initial information Email to BIA Members. Discuss and confirm final details of event and book advertising & social media posts/videos

Recommendation:

That the Exeter BIA Board confirms event details and logistics for Ladies Night on May 23, 2025

6.2 Mayor's Breakfast

Update on Ticket Sales and post event comments

Recommendation:

The Exeter BIA receives the verbal report on the Mayor's Breakfast.

7. Beautification Report

Banner Update

Recommendation:

That the Exeter BIA Board receives the verbal Beautification Report of May 20, 2025 for information.

7.1 Communications Boards- Park and Huron St.

Refresh of cork board inside. Current boards are used and warped. Held on with double side table and minimal cost to refresh. Project Estimate: under \$300 and in budget. Can create impact and social media post for exposure.

Recommendation:

The Exeter BIA approves the refresh of communications boards at McNaughton Park Trail & at the corner of Main St. & Huron Street for \$300.

8. BIA Manager's Report

5

Update on SLED FUND 2025 Submission, Update on Summer Activities.
Feedback survey from construction last summer.

Recommendation:

That the Exeter BIA Board receives the verbal Manager Report of May 20, 2025 for information.

8.1 Associate Memberships

16

Exeter BIA to extend membership outside of boundary area as associate memberships. Samples from two other BIA's attached for discussion. BIA must change By-law to proceed with associate memberships.

Recommendation:

The Exeter BIA confirms the full review of Procedural By-Law No. 2015 in which recommendations will be brought back for further discussion including the addition of Associate Memberships.

9. Non-Director Comments

10. 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

Tuesday, April 8, 2025, 7:00 p.m.
South Huron Welcome Centre
303 Main Street S
Exeter ON

Members Present: Stephanie Vandebussche, Chair
 Lauryn Marion, Promotions Chair
 Jayme Lamoureux, Director
 Wendy McLeod-Haggitt, Council Representative
 Megan Overholt, Director

Member Regrets: Janice Brock, Secretary/Treasurer
 Benita Ruby, Director

Members Absent: Caroline Hill, BIA Manager

1. Welcome, Call to Order and Land Acknowledgement
2. Approve Amendments to the Agenda as Presented

Moved: S. Vandebussche

Seconded: W. McLeod-Haggitt

That the Exeter BIA Board approves the agenda as presented.

Disposition: Carried

3. Minutes

Moved: W. McLeod-Haggitt

Seconded: S. Vandebussche

That the Exeter BIA Board adopt the minutes of March 18, 2025.

Disposition: Carried

4. Chair's Message

Chair expressed excitement for progress, and moving towards overall goals of the BIA this year.

5. Councillor's Report

Main Street Reconstruction (Ausable River Bridge to Victoria Street) grant was provided to the Municipality. Work is starting on the project to meet tight deadlines with the province. Engineering and Tendering will only occur in 2025 with the main construction project happening in 2026.

Moved: J. Lamoureux

Seconded: S. Vandenbussche

That the Exeter BIA Board receives the verbal Councillor Report of April 8, 2025 for information.

Disposition: Carried

6. Financial Report

BIA Manager to explore with the Municipality of any lighting project that can be completed to secure the final funds of 2024 before losing funding. Board will also be keeping eyes open for a new office space to help reduce rent costs in the next year and half.

Moved: W. McLeod-Haggitt

Seconded: J. Lamoureux

That the Exeter BIA Board receives the Financial Report of April 8, 2025 for information.

Disposition: Carried

7. Promotions Report

7.1 Ladies Night

Brainstorm and discussion on revamping Ladies Night. BIA Manager to send out draft email of thoughts to include gift card donation and top off by BIA and dropping cost of participating. Focus of marketing efforts will be social media and a bit of radio to highlight the event. Passport Idea extend to Shop for Saturday. Mandatory Gift Card to participate to use as give aways leading up to the event.

They will be matched up to half the value by the BIA Ex. \$50/participate \$25 gift card BIA.

Moved: J. Lamoureux

Seconded: L. Marion

The Exeter BIA board approves Ladies Night Out draft plans and will use a small radio packages and social media for promotion of the event.

Disposition: Carried

7.2 Summer Events in the Parkette

Discussed marketing strategies and that radio will be used for these events if SLED Funding is provided in 2025. BIA Manager provided board update on community groups and businesses interested in participating in Summer Events.

Moved: S. Vandebussche

Seconded: J. Lamoureux

That the Exeter BIA Board receives the Promotions Report of April 8, 2025 for information.

Disposition: Carried

8. Beautification Report

Banner program was successful in have 3 new businesses enroll in the program. Banners are out to be printed and should be ready for install in the next few weeks.

Moved: W. McLeod-Haggitt

Seconded: J. Lamoureux

That the Exeter BIA Board receives the verbal Beautification Report of April 8, 2025 for information.

Disposition: Carried

9. Member Events

BIA Manager updated board that the BIA is a voting member of the Exeter Rodeo and will be assisting with vendor organization this year. Mayors Breakfast is still

missing main sponsor and goal is to drive traffic to the event to ticket sales increase.

Moved: J. Lamoureux

Seconded: W. McLeod-Haggitt

That the Exeter BIA Board receives the verbal Member Events Report of April 8, 2025 for information.

Disposition: Carried

10. BIA Manager's Report

BIA Manager spoke about GDP of Downtown Mapping, networking relationships strengthened with other BIA's, some information on gift card programs other BIA's are using for a shop a local campaign. Also spoke about working with the Municipality with SLED Access Grant.

Moved: S. Vandebussche

Seconded: J. Lamoureux

That the Exeter BIA Board receives the verbal Manager Report of April 8, 2025 for information.

Disposition: Carried

11. Non-Director Comments

12. Adjournment

Moved: S. Vandebussche

Seconded: W. McLeod-Haggitt

That the Exeter BIA Board adjourn at 8:46PM and meet again at the call of the Chair.

Disposition: Carried

Stephanie Vandebussche, Chair

Janice Brock, Secretary/Treasurer

New Exeter BIA Events: Goal is to create consistent foot traffic to main street shops in the Historic Downtown

June Seniors Month- Collarboartion with Active West Coast Living & Historic Walking Tours
Purpose: Create Regular Foot Traffic in Historic Downtown. Goal is Increase foot traffic by 5%

Category	Budget	Notes
Advertising	\$ 1,250.00	Includes Radio, Print & Social
Walker Wednesday Map	\$ 200.00	Includes list of Businesses and suggested route & bathrooms
After Walk Activities	\$500	Small add on event to attract vistors to stay longer.
Total:	\$ 1,950.00	Refreshments in the Parkette, exerise program

Canada Day Celebration: Saturday June 28th with Big Brother, Big Sisters

Advertising	\$1,250	Includes Radio, Print & Social
Canada Cookies	\$400	Fundraising from Cookies
Decorating Items	\$200	
Park Games	\$500	Face painting/Popcorn/Cotton Candy
Total	\$2,350	

July Kids Wednesdays- Targeting Stay at Home Parents and children in the community

Purpose: Create traffic and "life" to the Historic Downtown. Goal to increase foot traffic by 5% and 10% for July Side Walk Sale

Advertising	\$ 1,250.00	Includes Radio, Print & Social
Activities	\$ 700.00	Huron County Libaray and Local Business Sponsorship
Total	\$ 1,950.00	

Halloween Jamboree- October 25th Annual Event. Pet Parade Expansion

Purpose: Expand successful event to include an asked for Pet Parade. Increase in participation

Advertising	\$ 1,250.00	Includes Radio, Print & Social
Road Closure Permits	\$ 400.00	
Judge Thanks Packs	\$ 250.00	Thank You Shop Local Gifts for 3 Judges
Pumpkins for Carving	\$ 150.00	Offer pumpkins for buisness and community to carve ar
Treat Bags/Winner Gift	\$ 300.00	Business donate candy. Covers bags and prize for Gift
Total	\$2,350	

Lighting of the Parkette- Celebrate Small Business Saturday & Launch South Huron Arc Angel

Purpose: Celebrate the start of x-mas shopping season and small business Saturday. Launch

Advertising	\$ 1,250.00	Includes Radio, Print & Social
Santa	\$ 350.00	
Photography	\$ 500.00	Photo's with Santa
Music	\$ 250.00	
Total	\$ 2,350.00	

Total for All Events \$ 10,950.00

Huron County Economic Development

SLED | 2025 Application

Project Summary

Name of Organization	Exeter Business Improvement Area (BIA)
Requested SLED Amount	10,000
Brief Project Summary	Event Tourism and Community Connection
Project Start Date	June 2025
Project Completion Date	November 2025

Application Information

Primary Contact	Caroline Hill
Position/Title	BIA Manager
Email	info@exeterbia.com
Phone	226-423-3028
Mailing Address	P.O Box 189 303 Main St. South, Exeter Ontario N0M 1S6
Website	https://www.exeterontario.com/
Facebook Page	https://www.facebook.com/ExperienceExeter
"X" Address	
Other Social Media	https://www.instagram.com/experienceexeter
Applicant Category	Municipality
Date of Incorporation	
Incorporation Number	

Eligibility Criteria

Applications to the SLED program must meet the following criteria:

1. Be a Municipality or a registered not-for-profit organization in Huron County
2. Cannot be a religious or political organization;
3. The money has to be used in a way that has a clear and obvious economic impact;
4. The direct economic impact of the project can be measured;
5. The project includes collaborative partnerships;
6. The applicant provides financial resources and support to the project;
7. Provide recognition for the program funders of The County of Huron & Community Futures Huron.
8. Applications supported by evidence based needs, such as a community plan, strategic plan or economic development strategy, and demonstrate support of a broader community goal will be given preference.

Please note: Incomplete applications will not be considered. Preference will be given to new projects not previously funded by SLED, and to applicants that do not currently have an outstanding SLED projects. Upon successful application, failure to provide completed project will result in non-payment.

Objectives

The project focuses on Huron County and achieves at least one of the priorities from THRIVE 2022-2025 Economic Development Strategic Plan:

- ☐ 1. Re-engagement, education/skills development, attraction and/or retention of workforce;
- ☒ 2. Impacts business districts, key industry sectors and/or investment attraction readiness;
- ☒ 3. Advances community development, tourism sector development and/or promotion of local food.
- ☒ 4. Projects focused on youth and/or newcomers building a stronger sense of community.

Please describe how this project meets one or more of the above objectives. **Tick all that apply** and explain how the projects achieves the selected objective(s). Max 1,000 characters.

The Exeter Business Improvement Area (BIA) has strategically planned this year's events to foster community engagement while encouraging consistent foot traffic in the historic downtown core. These efforts aim to attract visual foot traffic to help entice new businesses and bolster a support for local campaign in the area.

The initiative prioritizes youth, seniors, and newcomers in our community. Currently seniors represent the largest share of visitors to the downtown shops on a day-to-day basis. With our youth initiative we hope to bring some new younger families to the area and providing newcomers an opportunity to mingle with community members. By collaborating with local community groups, the BIA seeks to highlight connections and services available to residents, while revitalizing the downtown core with increased activity and vibrancy. Weekly Parkette events will create opportunities for participants to enjoy meaningful interactions and foster a sense of local community. Additionally, these efforts aim to boost local tourism by attracting visitors to spend the afternoon or morning in Exeter, including those vacationing or passing through from Lambton Shores and Huron County beach sites. Our fall programing will be enticing those from local counties and towns such as Perth County, and Central- East Huron to come and Experience Exeter while supporting local causes and businesses and increasing local tourism from neighbouring towns to Exeter.

Applicant Information

Describe your mandate, mission, or core activity of the organization or business. Individual applicants should include relevant training and professional experience. Max 500 characters.

The Exeter Business Improvement Area (BIA) is an inclusive organization dedicated to supporting and promoting over 196 local businesses. Our mandate encompasses strengthening the business community, serving as a liaison with the municipality, attracting local tourism, and enhancing the beautification of our district.

This year, the Exeter BIA welcomed a new manager with 14 years of expertise in marketing, including a strong focus on social media. Under this leadership, our social media presence has achieved significant growth over the past six months, with over 960,000 views recorded in the last 90 days. On average, the Experience Exeter page garners more than 200,000 views per month, demonstrating its growing impact and reach.

Please provide two (2) examples of successfully completed economic development related projects the applicant completed in the past. Max 500 characters.

The Exeter Business Improvement Area (BIA) consistently organizes and promotes economic initiatives, including popular events such as Ladies Night, the Annual Sidewalk Sale, the Christmas Parade, and the Halloween Jamboree. Each of these events is designed and marketed by the BIA to draw visitors to the Historic Downtown Core, fostering community engagement and supporting local businesses.

In previous years, the BIA successfully implemented grant-funded projects, such as the White Squirrel unity lighting, which has become a distinctive feature of many businesses in Exeter, showcasing the branding of the White Squirrel.

Recently, the BIA's social media campaigns have proven effective in driving economic growth. By enhancing the visibility of local businesses, these initiatives have yielded positive results, bringing new visitors and increased traffic to shops and services in the area.

Project Information

Please describe the overall project for which you are seeking funding. Max 2,000 characters.

The overall project will take place from June to November encompassing several events to generate regular foot traffic and show vitality to the Historic Downtown core where many of our small shops are located. The following is a breakdown of the new initiatives that would be encompassed with this grant:

June: Walker Wednesday's will be a weekly event geared towards seniors in our area. Creating a walking group that starts at 9AM from the Parkette and will stroll through our downtown core and creating an "outdoor mall" walking group. At 10am we will have a small event such as coffee and chat in the Parkette, Yoga in the park, Historic Guided Walking tour, and a seniors information morning with services, and local groups that they can join encouraging community and not self-isolation. We have partnered with West Coast Active Living to help support participation for these events. We have also partnered with the Municipality to market walking poles that are made available for free rentals through the Municipality.

Canada Day Event: Saturday event in the Parkette with Big Brother, Big Sisters that will involve Maple Leaf Cookie decorating, small kid activities in the Parkette including

Is this a new initiative or an enhancement of an existing effort?

New Initiative
Enhancement
Other

Please note: Preference will be given to new projects not previously funded by SLED, but repeat projects will still be considered.

If you answered "enhancement" in the previous question please describe how this project enhances a previous project. Max 250 characters.

Please provide a minimum of three metrics aside from social media metrics, that are required as part of your final report.

1. Number of Participants that come to each event.
2. The amount of time spent in the downtown core area from those visiting.
3. Increase in sales/foot traffic over last year into our downtown core businesses

Please provide a list of all contributions by the host organization and any other partners of the project by completing the chart on **Attachment A: Resource Contribution**.

Please describe how the project will be promoted and how funders will be acknowledged. Max 250 characters.

The project will be promoted across various platforms, including social media, community event pages, and local radio. Funders supporting the event will be acknowledged through all promotional materials, such as advertising and social media posts. Additionally, on-site event boards will display recognition for funders on the day of the event, along with any printed materials provided by the Exeter BIA, including posters and walking maps.

Please note where spending will occur locally, including estimated amounts.

All grant funds will be utilized locally to support businesses within the community. Radio promotions will be conducted through local stations, 90.5 FM and Ranch Radio. Print materials will be produced by the Exeter-based business Track 21, and T-shirts for the tie-dye event have already been sourced from RSD Athletics, another local business. Additionally, we plan to engage either a local bakery or a Huron County-based bakery to provide maple leaf-shaped sugar cookies for decorating. We will also be looking to recruit a local photographer or local youth photographer to take our Santa Photos.

Project Budget Information

Please fill out **Attachment B: Project Budget Template**.

Reporting Information

Approved projects will be required to submit a final report that includes the following:

- Receipts will be required as proof of expenditures for final reporting;
- Marketing and promotion materials including any links;
- Social media metrics;
- Project images for use in Huron County promotions;
- Relevant Testimonials and/or post project survey results;
- Project impact as per question 23 of the application.

Attachments

Please provide the following information as attachments:

1. Copy of most recent audited or approved financial statement (organizations/businesses only); and
2. A copy of your organization's Board or Council motion that confirms support for the project; and
3. Letter or emails that confirm partnerships outlined in the application.

Attachment A: Resource Contribution

One of the criteria for SLED is that projects include collaborative partnerships. Please use the table below to tell us about your project partners, funders, sponsors, etc

Applicant/Partner	Role/Commitment	Confirmed or Anticipated
West Coast Active Living	Participant/Promotional	Confirmed
Huron County Library	Event Participant/Promotic	Confirmed
Historical Walking Tours	Event Participant	Confirmed
Big Brother, Big Sister	Event Participant	Confirmed
South Huron Connection Co	Event Participant/Promotic	Anticipated
Exeter Lawn Bowling Club	Promotional Support	Anticipated
OPP & Local Fire	Event Participant	Aniticipated
Municipality of South Huro	Promote Events/Pole Rent	Confirmed
South Huron Chamber of C	Promote Events	Anticipated

Show any cash or in-kind support from project partners, sponsors, funders, etc. in Attachment B: Project Budget Template

Attachment B: Project Budget Template

50% of SLED funding will be dispersed upon project approval and the remaining 50% will be dispersed upon approval of your final report.

Revenue	Amount	In Kind/Cash	Confirmed or Anticipated
Diary Queen	\$267	Cash/Sponsorship	Confirmed
Bernardo Karate	\$250	In Kind/Host of Eve	Anticipated
Hear Well	\$200	Beverage Sponsor	Anticipated
BIA	\$500	Advertising & Supp	Confirmed

Expense	Amount	In Kind/Cash	Confirmed or Anticipated
Radio Advertising	\$6250	Cash	Anticipated
Social Media Advert	\$250	Cash	Confirmed
Print Material	\$350	Cash	Anticipated
Event Permits	\$400	In Kind	Anticipated
Cookies	\$500	Cash	Anticipated
Event Entertianmer	\$2250	Cash	Anticipated

For more information on the SLED program please contact:

Rick Sickinger
Program Advisor
rsickinger@huroncounty.ca
519-441-7145

Application Submissions
economicdevelopment@huroncounty.ca

Submit Application

Associate Membership Overview Chart

Type of Membership	Benefits	Cost
Partnership	Customizable	Customizable
Full	<ul style="list-style-type: none"> - Free Booth Space (\$150 value) - Access to use office space for meetings (as available) 	\$300
Full – independent business	<ul style="list-style-type: none"> - Free Booth Space (\$150 value) - Access to use office space for meetings (as available) 	\$200
Independent Artists or Crafters – with no physical location	<ul style="list-style-type: none"> - Free Booth Space (\$50 value) - Access to use office space for pop up's (as available) 	\$150
Not For Profit within Boundary	<ul style="list-style-type: none"> - Access to use office space for meetings (as available) 	\$75
Not for Profit outside of Boundary	<ul style="list-style-type: none"> - Free Booth Space (\$50 value) - Access to use office space for meetings (as available) 	\$100

All the above memberships include the following additional benefits:

- Free promotion through social media (10,000 followers)
- Added to business directory on website (600,000 visits yearly)
- Support from Executive Director
- Free promotion through newsletters (300 recipients)
- Ability to join committees and networking opportunities
- First right of refusal for event sponsorship
- Professional photos of your business (\$100 value)
- Invite to Annual General Meeting (\$75 value)
- Added to partner suppliers list
- Advocacy Support

If the associate member is food, then they are responsible for any costs and insurance relating to this (i.e., food vendor permits).

Proposal - Associate Membership (for Board)

Those businesses that fall outside the boundaries of the Downtown Port Colborne BIA can choose to join as an Associate Member for only \$125 (+ tax) per year.

The fee provides the following benefits:

1. BIA Newsletters and member communications including information relating to economic development, maintenance & revitalization, security issues and by-law enforcement etc.
2. Your listing on the BIA website.
3. Opportunity to participate in BIA co-operative marketing and promotional activities under the BIA umbrella.
4. Inclusion in printed BIA business directories/listings.
5. Invitation to BIA networking and social events including BIA Annual General Meeting in an “associate member” capacity.
6. Representation at municipal council on issues facing our BIA.
7. An Associate Member has the opportunity to present any concerns to the BIA as a delegate.

Please Note:

- ☐ Associate members shall receive no property improvements/grants or street furniture/fixtures from this membership.
- ☐ Associate members do not receive board seat privileges and do not qualify to vote on issues.
- ☐ Should any member choose to participate in promotional activities, an additional charge may be required
- ☐ Full BIA members have first right of refusal for advertising and other BIA involvements.

- ☐ Associate membership applications are reviewed by the current Downtown Port Colborne BIA board of directors. The Downtown Port Colborne BIA board reserves the right to refuse Associate Membership to any applicant.

Downtown Port Colborne BIA

Associate Membership Info/Application

Becoming a member of the Downtown Port Colborne BIA (Business Improvement Area), is a great opportunity for your business. We currently have more than 100 members, and by becoming an Associate Member your business will have access to this large network of successful businesses in Downtown Port Colborne.

An Associate Membership costs only \$125 per year and runs from January to December. For those businesses joining mid-year, the fee is prorated at \$10.42 per month. Your membership fee provides your business with the following benefits:

The fee provides the following benefits:

1. BIA Newsletters and member communications including information relating to economic development, maintenance & revitalization, security issues and by-law enforcement etc.
2. Your listing on the BIA website.
3. Opportunity to participate in BIA co-operative marketing and promotional activities under the BIA umbrella.
4. Inclusion in printed BIA business directories/listings.
5. Invitation to BIA networking and social events including BIA Annual General Meeting in an “associate member” capacity.
6. Representation at municipal council on issues facing our BIA.
7. An Associate Member has the opportunity to present any concerns to the BIA as a delegate.

Please Note:

- ☐ Associate members shall receive no property improvements/grants or street furniture/fixtures from this membership.

- ☐ Associate members do not receive board seat privileges and do not qualify to vote on issues.
- ☐ Should any* member choose to participate in promotional activities, an additional charge may be required.
- ☐ Associate membership applications are reviewed by the current Downtown Port Colborne BIA board of directors. The Downtown Port Colborne BIA board reserves the right to refuse Associate Membership to any applicant.

Downtown Port Colborne BIA
Associate Membership Application

Name of Business: _____

Type of Business: _____

Owner/Manager: _____

Address: _____

Phone: _____ **Fax:** _____

Email: _____

Website: _____

Signature: _____

Date: _____

For Office Use Only:

Approved by BIA Board: YES _____ NO _____ Date: _____

\$ _____ TO COVER PERIOD FROM _____ TO DECEMBER 2020

**** \$125.00 yearly pro-rated at \$10.42 per month**

Funds included with application: YES _____ NO _____

EXETER BUSINESS IMPROVEMENT AREA

PROCEDURAL BY-LAW NO. 2015

“Being a by-law for governing the calling, place and proceedings of meeting of the Exeter Business Improvement Area”

WHEREAS the *Municipal Act, 2001, S.O. 2011, c. 25*, section 238, requires that every municipality and local board shall pass a procedural by-law for governing the calling, place and proceedings of meetings;

AND WHEREAS the Exeter Business Improvement Area, being a local board of the Municipality of South Huron, deems it expedient to pass such a by-law;

NOW THEREFORE the Exeter Business Improvement Area (hereinafter referred to as the “BIA” enacts as follows:

1. DEFINITIONS

“BOARD OF MANAGEMENT” is a corporate body and shall consist of six (6) to twelve (12) members. The Board of Management of the Exeter BIA (hereinafter referred to as the “Board”) shall be composed of one (1) Director (member of Council) appointed directly by the Municipality; and the remaining Directors selected by a vote of the BIA Membership and appointed by the Municipality. Following the appointment of the Board of Management, the Board shall select a Chairperson, Vice-Chairperson, Secretary and Treasurer.

“ACT” means the Municipal Act, 2001, as amended.

“CLOSED SESSION” shall mean closed to the public as defined in Section 9.2 in this by-law.

“CONFLICT OF INTEREST” means a pecuniary interest as defined in the *Municipal Conflict of Interest Act*.

“MEETING” shall mean any regular, special, committee or other meeting of the BIA.

“BIA MEMBERSHIP” OR “MEMBERS” are members of an improvement area consisting of persons who are assessed, on the last assessment roll, with respect to ratable property in the area that is in a prescribed business property class and tenants of such property, as defined in the *Municipal Act*.

“CHAIR” mean the Chairperson of the Exeter BIA Board of Management.

“OFFICER” means Chairperson, Vice-Chairperson, Secretary or Treasurer appointed by the Board.

“QUORUM” shall mean the majority (more than half) of the total number of Board members except where a member has or members have declared a pecuniary interest pursuant of the *Municipal Conflict of Interest Act*, the quorum may be less than half plus one of the whole number of members but shall not be less than two.

2. INTENT OF BY-LAW

- 2.1 The rules and regulations hereinafter provided shall govern the proceedings of the BIA. Any part or parts of this by-law may be suspended if agreed upon by majority of the BIA Board present unless the part or parts is prescribed by the statute or law. In the event of conflict in procedure, the *Municipal Act* will prevail.

The BIA Board of Management shall operate in conformity with the provision with Municipality of South Huron by-laws, as amended. The Board of Management may set general guidelines, rules and regulations, but they should never interfere or contradict with the *Municipal Act*.

3. PURPOSE

- 3.1 Council of the Municipality of South Huron appoints the BIA Board of Management to:
- a. Oversee the improvement, beautification and maintenance of municipally-owned land, buildings and structures in the BIA area beyond that provided at the expense of the municipality generally;
 - b. Promote the area as a business, shopping and service area;
 - c. To promote co-operation and joint planning of comprehensive improvement projects by the municipality, business groups and the community at large;
 - d. Engage in strategic planning necessary to address BIA issues;
 - e. Advocate on the interests of the BIA; and
 - f. Manage the money that is collected by the Municipality of South Huron from the required special BIA levy for these activities.

4. BIA MEMBERSHIP or BIA MEMBERS

- 4.1 The boundaries of the BIA as established by the Council of the Municipality of South Huron are attached as Schedule "A" to this by-law. All businesses within the designated area are assessed for a special levy that is collected by the Municipality of South Huron to support the activities of the BIA.
- 4.2 Only BIA Members have the right to nominate and vote for representatives to the BIA Board of Management and to vote on issues brought to the Annual General Meeting of the BIA. Each Member has one vote regardless of the number of properties that the Member may own or lease in the improvement area, and may nominate just one individual for appointment to the Board.
- 4.3 All Members are entitled to voting privileges at the Annual General Meeting. A BIA Member may nominate by proxy, in writing, one individual to vote on behalf of them or their corporation. No more than one proxy vote may be held and cast by an individual.
- 4.4 With reasonable notice, any member of the BIA may request that issues or items of interest be placed on the agenda of any BIA meeting, including monthly Board Meetings and Annual General Meetings for discussion and/or resolution. They may contact any BIA

Board Member or the BIA Secretary for inclusion of an item on an upcoming agenda. Additionally, with reasonable notice, any Member may make a request to make a delegation to the BIA at the BIA meeting.

5. APPOINTMENT TO THE BOARD OF MANAGEMENT

5.1 Council of the Municipality of South Huron appoints six (6) to twelve (12) members to the Board of Management as follows:

- a. One (1) member appointed from the elected Councillor's for the Municipality of South Huron that is in the Ward in which the BIA is located; and
- b. Five (5) to eleven (11) as selected by the BIA membership at a Annual General Meeting;
- c. Quorum is a simple majority of the Board Members.

5.2 The seat of a Director of the Board become vacant when:

- a. A Director is absent from Board meetings for three (3) consecutive regular scheduled meetings without reasonable cause. Upon the Director failing to attend two (2) consecutive meetings without reasonable cause, the Board of Management shall send a by pre-paid mail, a notice to the Director advising that upon the third (3rd) failure to attend, the Board shall recommend to the Municipality that such Director be removed from the Board of Management.
- b. Any Director wishing a leave of absence from the Board of Management must give notice in writing stating the date he/she intends to resume board duties. During this leave of absence, the position shall remain vacant for purposes of quorum. Resumption of duties must be anticipated within one (1) year; otherwise a notice of resignation shall be given.
- c. Board members may resign by resignation in writing to the Board of Management (copied to the Municipality of South Huron) that shall be effective upon any time or date requested.

5.3 In the event of a vacancy occurring on the Board of Management:

- a. The remaining Directors may nominate for the Municipality's consideration and appointment an individual for Directorship to fill the vacancy for the remaining portion of the term of office.
- b. In the event that the remaining Directors no longer constitute a quorum, a meeting of the Members shall be called by the remaining Directors for the purpose of nominating an individual for Directorship for consideration and appointment by the Municipality.
- c. The Board of Management shall notify the Municipality as soon as any vacancy occurs and when the remaining Directors or Members have a nomination for appointment to the Board of Management by the Municipality.

6. RESPONSIBILITIES OF THE BOARD OF MANAGEMENT

- 6.1 Oversee the improvement, beautification and maintenance of municipally-owned land, buildings and structures in the BIA area beyond that provided at the expense of the municipality generally.
- 6.2 Promote the area as a business, shopping and service area.
- 6.3 Drafting and approving Policies and Procedures to ensure the effective operation of the BIA and for amending these Policies and Procedures as necessary.
- 6.4 Ensuring that Board Policies and Procedures are implemented effectively.
- 6.5 Acting as a legal entity to enter into contracts required by the activities of the Board, such as the maintenance, beautification, promotion and advertising of the designated area.
- 6.6 Electing a Board of Directors who will also act as Signing Officers for the Board.
- 6.7 Drafting an annual budget for presentation to BIA membership for approval, submitting the approved budget to the Municipality of South Huron (on or before the thirty-first day of March) and implementing the annual budget as approved by the Municipality of South Huron Council.
- 6.8 Ensuring that an annual report for the preceding fiscal year is submitted to the Municipality, including a complete financial statement of its affairs for auditing (on or before the twenty-eighth day of February each year).
- 6.9 Ensuring that financial transactions are appropriately carried out, that records of all financial transactions are maintained and that these records are audited annually by the auditing firm specified by the Municipality of South Huron.
- 6.10 Ensuring that minutes of all Board meetings are recorded and distributed to the Municipality of South Huron and the BIA membership.
- 6.11 Establishing sub-committees and appointing representatives to those sub-committees as required to deal with issues identified by the Board or as requested by the Municipality of South Huron.
- 6.12 Hiring staff to carry out the Board's directives.
- 6.13 Maintain communication with the members regarding its activities, including but not limited to, arranging General Meetings of the membership.
- 6.14 Maintain liaison with the Municipality through the designated representative. Notify the Municipal Staff Representative of all BIA meetings as they are entitled to attend all meetings called for the purpose of carrying out on the business of the Exeter BIA.
- 6.15 Maintain liaison with selected community groups such as the *South Huron Chamber of Commerce*, the *South Huron Economic Development Advisory Committee*, the *South Huron Communities in Bloom Committee*, the *Exeter Rodeo Committee* and the *Exeter Farmers' Market Board of Directors* through a designated representative.
- 6.16 All other activities necessary to the effective operation of the Board and the BIA.

7. BOARD OF DIRECTORS

7.1 The Board of Directors may appoint:

- 1 Chair
- 1 Vice Chair
- 1 Secretary
- Treasurer

Chair shall lead the general management and direction, subject to the authority of the Board, of the business and affairs of the BIA. The Chair shall be the only spokesperson authorized to speak publically for the BIA, unless otherwise directed.

Vice-Chair will assume duties of the Chair if absence or disability occurs.

Secretary (or second the recording to a designate) shall keep proper minutes of all Board meeting and shall be responsible for keeping all records of the Board with the exception of the accounting records. The secretary may or may not be a member of the Board.

Treasurer (or second the recording to a designate) shall be responsible to keep the books and accounts of the Board and to assist the Board in the preparation of annual estimates and financial statements. Shall present up-to-date statements at each BIA Board meeting.

The positions noted in Section 7.1 make up the Executive Committee. The Executive has the authority to act for the Board of Management in the intervals between Board meetings to conduct BIA affairs. Any of these individuals may be called upon to sign cheques on behalf of the BIA Board.

7.2 Directors of the Board of Management may be asked to serve on a committee and shall report to the Board on the activities of the committee that he or she chairs.

7.3 Remuneration / Conflict of Interest

- a. Directors shall receive no remuneration, either directly or indirectly, for services rendered as a Director, but may be reimbursed for out-of-pocket expenses incurred as a result of representing the BIA at non-BIA meetings, upon approval of the Board of Management.
- b. The Board of Management may procure goods and services from BIA Directors and / or members in a fair and equitable manner, as per the Municipality of South Huron's procedural by-law and in compliance with the *Municipal Conflict of Interest Act*.

8. LOCATIONS, MEETING TIMES AND NOTICE

8.1 Board Meetings shall be held on monthly at the Municipality of South Huron's small boardroom, or at the call of the Chair. No less than 50 percent of the Board Members must be present to constitute a meeting.

8.2 Notice of BIA Meetings shall be given by publication of future meetings in previous agendas / minutes on the Municipal website prior to the meeting. In the case of special meetings called in accordance with Section 10.2 of this By-law, notice shall be given by posting of the agenda on the Municipal website as soon as practicable after notice of the

Special Meeting has been given and any other notification that is permitted under this By-law within the timeframe.

9. MEETINGS OF THE BIA

- 9.1 At the hour appointed, when quorum is present, the Chair shall call the Board meeting to order and if a quorum is not present within fifteen (15) minutes after the hour appointed, the meeting shall be cancelled.
- 9.2 All regular BIA meetings shall be open to the public, but a meeting or any part thereof may be closed to the public, in accordance with section 239 of the *Municipal Act*, if the subject matter being considered is:
 - a. The security of the property of the Municipality of local board;
 - b. Personal matters about an identifiable individual, including municipal or local board employees;
 - c. A proposed or pending acquisition or disposition of land for municipal or local board purposes;
 - d. Labour relations or employee negotiations;
 - e. Litigation or potential litigation, including matters before administrative tribunals, affecting the municipality or local board;
 - f. The receiving of advise that is subject to solicitor – client privilege, including communications necessary for that purpose;
 - g. A matter in respect of which a Council, board, committee or other body has authorized a meeting to be closed under the Act;
 - h. Related to consideration of a request under the *Municipal Freedom of Information and Protection of Privacy Act* if Council or Committee or Board is the head of an institution for the purposes of the Act;
 - i. The educating or training of Council or Committee or a local Board and at the meeting, and no member discussed or otherwise deals with any matter in a way that materially advances the business or decision-making of the Council, Committee or local Board.
- 9.3 All votes of the BIA Board shall be open to the public except those votes taken during a meeting or part thereof that is closed to the public in accordance of Section 9.2 this By-law unless said votes is for a procedural matter or for giving direction or instruction to BIA Board to raise from a closed session.
- 9.4 Before holding a meeting or part of a meeting that is to be closed to the public, the BIA Board shall state by Resolution the fact of the holding of the closed meeting and the general nature of the matter to be considered at the closed meeting.
- 9.5 The Chair of the BIA Board, prior to a regular scheduled meeting, may cancel the meeting due to inclement weather, a matter of respect or lack of corporate business requiring immediate attention.

- 9.6 Board meetings will be open to any member of the BIA or the public who may attend but not take part in the proceedings unless invited to do so by the Chair.

10. ANNUAL GENERAL MEETINGS and/or SPECIAL MEETINGS

10.1 Annual General Meeting (AGM)

- a. At the Annual General Meeting financial statements for the previous year and proposed budgets for the next calendar year must be presented and approved by a majority of the membership present, after which time the figures will be put before Council and the levy requested.
- b. The BIA Membership should receive written notice of the Annual General Meeting not less than five (5) days prior to the meeting date and public notice must appear in one (1) local newspaper prior to the meeting date and be posted on the Municipal website. The accidental omission to give notice to any member, Board member officer or auditor shall not invalidate any action taken at any meeting pursuant to such notice. An agenda for the Annual General Meeting with copies of the most recently audited financial statement should be distributed to the general membership not less than five (5) days prior to the meeting.

10.2 Special Meetings

- a. The Chair, if requested in writing by three members of the BIA Board shall call a special meeting of the BIA Board other than as described in this section of the By-law.
- b. The Chair may call a special meeting to deal with a matter that is deemed to require immediate action. Notice of such a special meeting shall be given by contacting each member of the Board by phone, voice recording or email advising them of the time and place of the meeting.
- c. Special meetings require minimum notice of one clear day unless otherwise agreed to by majority of the BIA Board to the satisfaction of the Chair.
- d. At special meetings of the BIA, no financial decisions shall be made or incurred, unless referred to in the notice calling the meeting.

11. EXPENDITURES BY THE BOARD OF MANAGEMENT

- 11.1 As per section 204 of the *Municipal Act*, 2001, BIA funds can only be used to promote the area as a business or shopping area or for the improvement, beautification and/or maintenance of municipally-owned land, buildings or structures in the BIA area, other than those provided at the expense of the municipality generally. Funds are not to be used for improvements to individual businesses or private properties.
- 11.2 The fiscal year of the BIA is from January 1 to December 31. The proposed budget approved by the membership at the Annual General Meeting must be set out for the new calendar year and be followed without major modifications. Spending and debt may not exceed the time limits of the calendar year, except when approved at a regular scheduled AGM or Special General Meeting and with the concurrence of the Municipality of South Huron's Council, and in accordance with the provisions of the *Municipal Act*, 2001.

12. TERM OF OFFICE

- 12.1 The BIA Board shall hold office for a term of four (4) years, concurrent with the appointing Council, or until a successor is appointed. Directors can serve for an unlimited number of terms if elected, but can only serve in the same executive position for two (2) consecutive terms.

13. CONDUCT OF BOARD MEMBERS

- 13.1 Every member shall confine his/her remarks to the question and shall not use any indecorous or offensive language and shall avoid personalities.
- 13.2 Should more than one member at one time wish to address the Chair, the Chair shall name the member who is to speak first.
- 13.3 No person other than the one proposing a question (who shall have leave to reply) shall speak more than once without leave of Chair, unless it is to explain their remarks that have been misunderstood, and then the member shall not introduce any new matter.
- 13.4 The Chair may call a member to order while speaking, whereupon the member called to order shall be silent on the matter and shall not further speak until the point of order is determined, unless it is to appeal the decision of the Chair.
- 13.5 When a member is speaking no member should hold discourse or interrupt the speaker except to a question of order, nor pass between the speaker and the Chair.

14. BIA MINUTES

- 14.1 The minutes of the BIA as taken by the Secretary or designate shall consist of a record of all proceedings taken in the BIA Board meeting. Pursuant to the *Municipal Act*, 2001, the minutes shall be a factual account without note or comment.
- 14.2 Minutes of BIA Board meetings shall be prepared by the BIA Secretary and be made available to the members prior to the next meetings for consideration and revision and adoption at the next meeting, following which they will be made available to the public save and except those minutes and reports recorded during a meeting or part thereof that was closed to the public.

15. MOTIONS / RESOLUTIONS

- 15.1 After a Motion has been Moved and Seconded, and placed under the direction of the Chair, it shall be considered to be in the possession of the Board but may be withdrawn with the consent of the Mover and the support of the majority of the BIA Board.
- 15.2 Every Motion as herein provided when duly Moved and Seconded shall be read by the Chair in the precise form in which it was introduced and in which it will be recorded in the minutes and the question shall then be open for discussion and consideration.
- 15.3 Prior to a question being voted on, each member present shall take their seat in respect to vote unless they have declared a pecuniary interest pursuant to the *Municipal Conflict of Interest Act*.

- 15.4 After a question is deemed to finally put by the Chair, no member shall speak to the question nor shall any other motion be made until after the vote is taken and the result has been declared.
- 15.5 The decision of the Chair as to whether the question has been finally put shall be final, except on appeal by any member, upon which the decision of a majority of the BIA Board shall be conclusive.
- 15.6 Any member may require any question to be repeated from the Chair prior to the voting on such question.
- 15.7 If a member present at a meeting at the time of a vote requests immediately before or after taking of the vote that the vote be recorded, each member present, except the member who is disqualified from voting by any Act, shall announce his or her vote openly and the Secretary shall record each vote with the Chair voting last. A member expressing preliminary intent to call for a recorded vote does not act to minimize, terminate or quash debate on the matter.
- 15.8 A failure to vote under Section 15.7, by a member who is present at the meeting at the time of the vote and who is qualified to vote shall be deemed a negative vote.
- 15.9 A tie vote shall be declared to be a lost vote.
- 15.10 The Rules of Procedure for the BIA operation shall be those contained in this By-law unless otherwise prescribed by statute or law.


THAT by-law 1-2011 is hereby repealed.

THIS by-law shall come into force and take effect upon being passed by the Board of Management.

Enacted and passed this 31 day of March, 2015.



Fred Godbolt, Chair



Tejas Patel, Secretary / Treasurer