



## Business Improvement Area Agenda

Wednesday August 10<sup>th</sup>, 2010

Board of Directors Meeting-Strathroy & Area Seniors Centre-8:00 AM

**PRESENT:** Andrew Meyer, Dave Brock, Sheila Joris, Kathie Rutherford, Anna Szczuka, Meilssa Boucher and Shannon Churchill

**REGRETS:** Marion Smith, Kathleen Anderson, Janice Diezyn and Drew Peddie

Moved by: Sheila Joris

Seconded by: Andrew Meyer

That the Board of Directors approve the minutes of the BIA Board of Directors meeting dated July 14<sup>th</sup>, 2010. Carried

Moved by: Sheila Joris

Seconded by: Melissa Boucher

That the Board of Directors approve the Mission Statement as presented:

**Our Mission – create a revitalized community core through the following priorities**

**Advocate on behalf of our membership;**

**Engage in planning and projects that promote our vision;**

**Communicate with the community and our members;**

**Support the development of new businesses;**

**Promote our members and the goods and services they provide;**

**Lobby for the safety and security of our patrons and members;**

**Plan for beautification and the creation of a unique experience.**

**Website**—updates are being completed on an on-going basis---many changes not completed – Shannon contacted Sherri and she re-did many of the changes that had been sent earlier---more changes to come—one year contract just renewed—investigate the possibility of purchasing the domain name

### **Annual Celebration-September 8<sup>th</sup>, 2010**

-Shannon and Andrew to set up room

6-7 Wine and Cheese—Shannon to get license and food and wine

7-8 Presentation-The New BIA plans for 2010 and Beyond-Drew Peddie---also touch on the new committee structure—Shannon to have sign up sheet for all committees to encourage people to join a working committee

8-9-Entertainment-Ashley Hanham & Nick Grigg of the Next Wave Youth Centre  
-Dave and Melissa to provide easels for large print outs of some pictures from the Downtown Masterplan  
-all invites have been mailed to property owners---they will also be emailed and hand delivered  
-Shannon will look for some door prizes for the event

**Mini Car Show and Movie on Frank Street-September 17<sup>th</sup>, 2010**

-NWYC will be doing a bbq  
-will ask for the logo from the Strathroy Cruisers for Andrew to finish the ad

**Old Business/New Business/Misc.**

-\$150,000.00 of DownTown Dollars has been approved  
-BIA needs to schedule a meeting with Chamber and Municipality for a follow up on the Wright Family Centre discuss other economic development issues i.e. decreased taxes charged on vacant buildings—not fair to others who are open—how should this issue be brought to the municipality

**Moved by: Melissa Boucher                      Seconded by: Andrew Meyer**  
**That the BIA Board of Directors approve the new Committee Structure.**  
**Carried**

**ROGERS: Anna from NWYC in partnership with Rogers, MYFM and the Chamber will be the host for “Strathroy Living”---there will be 12-14 episodes running in the fall-great promotion for the town and all organizations and businesses who have participated**

**Turkey Festival: NWYC has offered a JCP (Job Creation Program) employee to be “Community Events Coordinator”---with a the majority of the time coordinating the Turkey Festival---the Chamber and the Lions Club will assist in the application process as far as the Job Description and the hiring and will help any way possible after the candidate has been hired. Very exciting news that will bring the Festival to a brand new level!**

**Meeting Schedule:**

**September 8, 2010-AGM**  
**October 13, 2010**  
**November 10, 2010**  
**December 2010 no meeting**