



**BIA Board of Management Meeting Via Zoom
Wednesday, June 15th, 2022
6:30 to 8:00 pm**

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| 2022 BIA PRIORITIES: | June event at the Junction |
| Bridge St & central bridge reconstruction | Draw new residents to the downtown |
| On-going beautification | Bridge Street grand reopening events |

In attendance: Mark Hinton Paul Devon, Petra Graber, Mark Lovell, Erin Rose and Kaitey Cosgrove.

Absent: Rob Probert and Councillor Toby Randell

Minutes:

1) CALL TO ORDER

Meeting was called to order by Mark Hinton at 6:34pm

2) DECLARATION OF PECUNIARY INTEREST / CONFLICT OF INTEREST AND GENERAL NATURE THEREOF

None

3) APPROVAL OF MAY MEETING MINUTES: ALL

Motion to approve the May minutes:

First: Petra Graber

Second: Paul Devon

Motion Carried

4) APPROVAL OF MAY FINANCIAL REPORT: LISA OLDHAM

Update: Deferring May, June, and July Financial report to the August BIA Board meeting, we did not receive the financials from the Town.

Action: Mark Hinton will be in contact with the Town Treasurer to discuss timing.

5) COMMITTEE REPORTS:

Policy + Procedures: Mark Lovell

Discussion: There is now a link on the Member Resources page to guide our members to our BIA policies. Next steps are to have

Mark Lovell and Petra Graber create a policy guide. BIA Staff and Rob Probert will examine the Façade Improvement Program policy. The Town of Carleton Place

recently passed a by-law for a Community Incentive Program (CIP). This program may tie into or overlap with the Downtown Carleton Place Façade Improvement Program.

Action: Mark Lovell and Petra Graber create a policy guide. BIA Staff and Rob Probert will examine the Façade Improvement Program policy and speak to the Town regarding the Community Incentive Program.

Jammin' at the Junction: Paul Devon, Mark Hinton & Katie Barnett

Update: Saturday June 18th, 2022 – 10am to 3pm – Carleton Junction

Carleton Place Mews & TSG Asset Management is sponsoring Jaxstraw for \$900.00. The Blossom Shop is donating two gift baskets for a prize. The Floral Boutique is donating two outdoor planters for the stage and prize.

On the Carleton Junction Main Stage: Jaxstraw, Michael the Magician Rockabilly Joe: 1 show on stage, 1 show roaming, CP Art Challenge by Paint with Janet, Total Rhythm Dance Studio demo and line dancing.

Rough Main Stage Schedule:

10-11 Welcome, thank our sponsors, Jaxstraw introduction, and Junction Sports Pad Fundraising Presentation

11 to 11:40 CP Paint Challenge - by Paint with Janet

11:40-12:10 Jaxstraw

12:10-12:40 Acrobat

12:40-1:00 Total Rhythm Dance Studio dance and demo

1:00-1:30 Jaxstraw/thank sponsors and announcements

1:30-2:00 Jaxstraw

2:00-2:40 Magician

2:40-3:00 Jaxstraw, thank you for coming and thank sponsors.

Grass behind the Main Stage:

Bouncy castle and slide, Crime Stoppers truck and trailer, Carleton Place Fire Department activity, Anytime Fitness activity, Balloon art and face painting station 2.

Food Vendors, grass area bordering the path and railway line:

El Patcho Tacos, Taste Blooms, Maverick's Donuts, and Civitan BBQ.

Pump Track:

Free Style United will oversee the for fun competitions and demos, along with Joe Mamma if they can secure BMX bikers. Joe Mamma Cycle will be hosting Apex V2R and race simulator. Fancy race cars and a race car game simulator. Wool Shop will have a sidewalk sale.

Community Oven area:

Councillor Andrew Tennant is making pizza for the event, free to the public. Carleton Place Youth Center is selling popcorn. Balloon art and face painting station 1

Discussion: The event is over budget due to scheduling error by Run-a Muk. BIA Staff had to source bouncy houses from Sudbury, after trying numerous Ottawa based companies, they were either booked or not able to provide insurance. Feedback was given to BIA Staff that they should have advised the board earlier that we are over budget for this event. The BIA Board stated that BIA Staff could have given the Board more information. Feedback was received by BIA Staff with the understanding the BIA Board would like better and more timely communication regarding possible budget overages.

a) **Cooperative Marketing Grant Addition Idea: Mark Hinton**

Discussion: Mark Hinton would like the BIA Board to consider adding funding for grand opening marketing materials to the Cooperative Marketing Grant. As an example, Mona's Pharmacy printed flyers for their grand opening, and it would be a benefit to help pay for that cost. It was discussed further that the Cooperative Marketing grant could be split into two options, like the Façade Improvement Grant. Mark Hinton suggested that the grant only cover hard cost only, or traditional media: Canada Post drops, door knockers, with a receipt of payment being required, however some of the Board believes social media costs should also be considered. The Board agrees that this grant needs to be revisited. Mark Hinton and Paul Devon will meet to discuss this grant and will report back to the Board in the Fall.

Action: Mark Hinton, Paul Devon to revisit the Cooperative and Marketing Grant and present to the Board in the Fall.

b) **Anytime Fitness Cooperative Grant – Harvest Festival – FYI**

Information only: Anytime Fitness has applied for a Cooperative Grant for their Harvest Fest in September.

6) IN PERSON BIA BOARD MEETING DISCUSSION: ALL

Discussion: The BIA Board would like to transition to in person BIA Board meetings. It was agreed that they will try a hybrid model. Starting August 2022, the BIA Board will meet in person quarterly on the dates below:

Wednesday August 17th, 2022 – 6:30 pm

Wednesday November 16th, 2022 – 6:30 pm

Wednesday January 19th 2023 – 6:30 pm.

The remainder of the BIA Board meetings will be held virtually. It was also noted that any Board members who are not able to attend an in-person meeting will have the option of officially attending virtually with advance notice to BIA Staff and the Chair of the Board so that arrangements can be made.

7) BIA OFFICE REPORT: KATIE BARNETT

Questions: None

8) CENTRAL BRIDGE AND BRIDGE STREET CONSTRUCTION UPDATE: KATIE BARNETT

Update: Louis W. Bray construction is positive and engaging with our downtown businesses and customers. They are eating and buying local. The sidewalks have been removed on the west side of Bridge Street. Footings for the Bridge are being poured.

9) IN CAMERA SESSION - BIA STAFF EVALUATION

Motion to move in camera:

First: Mark Hinton

Second: Mark Lovell

Motion carried.

Moved in camera at 8:07 pm

Motion to come out of in camera.

First: Erin Rose

Second: Paul Devon

Motion carried

Moved out of in camera at: 9:07

10) BIA MEETING ADJOURNMENT:

Motion to adjourn June Meeting:

First: Mark Lovell

Second: Kaitey Cosgrove

Meeting Adjourned at: 9:09 pm

NEXT BIA BOARD MEETING:

Wednesday August 17th, 2022, at 6:30 pm

Location: Mark Hinton's Back Yard