



**MINUTES OF THE BLYTH BIA BOARD MEETING  
HELD AT THE BLYTH & DISTRICT COMMUNITY CENTRE  
WEDNESDAY, OCTOBER 18, 2017 AT 8AM**

**Board Members present:** Karen Stewart (Chair), Gary van Leeuwen (Vice-Chair), Deb Sholdice (Treasurer), Irene Kellins, Cat O'Connell, Bill Knott, and John McHenry (Secretary).

**Others in Attendance:** Connie Goodall (North Huron Economic Development Officer), Garrett Van Dieten, Tom Williscraft, Les Cook, Richard Al (Clerk, North Huron).

**1. Call to Order, Welcome and Opening Remarks**

Chair Karen Stewart called the meeting to order at 8am and welcomed everyone. Karen had a number of additions to the agenda: The Big Idea, Cox Signs, Street Signs, RTO4, EcDev Committee, and BIA Strategic Plan.

**2. Motion to Receive the Agenda with Additions**

- **MOTION: BBIA55/17**
- MOVED: Gary van Leeuwen
- SECONDED: Deb Sholdice
- *That the Blyth BIA Board hereby adopts the Agenda with additions as above.*
- DISPOSITION: CARRIED

**3. Declaration of Pecuniary Interest**

- None Declared

**4. Motion to Receive Minutes of September 6, 2017 Meeting**

- **MOTION: BBIA56/17**
- MOVED: Irene Kellins
- SECONDED: Gary van Leeuwen
- *That the Blyth BIA Board of Management hereby adopts the Minutes of the Board Meeting held September 6, 2017.*
- DISPOSITION: CARRIED

**5. Business Arising from the Minutes**

- None

**6. Correspondence**

- None

**7. Financial Report**

- The Levy of \$6,512.90 has been deposited.
- The financials do not reflect the outstanding invoice from Blyth Printing re: Blyth140.
- A discussion ensued re: the quote from Cox Signs.
- **MOTION: BBIA 57/17**
- MOVED: Deb Sholdice
- SECONDED: Gary van Leeuwen
- *That the Blyth BIA receives the budget.*

- DISPOSITION: CARRIED
- **MOTION: BBIA58/17**
- MOVED: Deb Shouldice
- SECONDED: Gary van Leeuwen
- *That the quote from Cox Signs be accepted.*
- DISPOSITION: CARRIED

### **8. Economic Development Officer's Report**

- A date will be confirmed for the upcoming Governance meeting next week.
- Destination Blyth meeting. RTO4 is engaging the community in a series of meetings. The next meeting is scheduled for 1:30pm on November 2, 2017 at the Blyth & District Community Centre.
- A discussion ensued re: the timing of this meeting. If they want retail participation, the meeting needs to be when retailers can attend.

#### **MOTION: BBIA59/17**

- MOVED: Bill Knott
- SECONDED: Gary vanLeeuwen
- *That the Blyth BIA will send a letter to RTO4 to respectfully request the time of the next meeting be changed to allow our retail partners to attend.*
- DISPOSITION: CARRIED

### **9. Township of North Huron update**

Bill was glad that everyone had a positive experience with the Festival of Wizardry. We can build on it. The new Public Works Director is Sean McGhee from Elliott Lake.

November 13 at 6pm there is a preliminary budget meeting at Wingham Town Hall. Please attend to have your say.

November 14 at 6pm there is a Town Hall meeting at Belgrave. All are welcome to attend and voice your concerns.

### **10. Events**

#### **Blyth140**

The Year End Blast will be December 31, 2017, between 1pm and 6pm at the Blyth & District Community Centre. It will be a family friendly event and feature a Lions Club food booth.

- A request has been made from North Huron for tables, chairs, parking lot, meeting room, recycling, washrooms, snow removal.
- An event budget will be presented at the next meeting.

#### **MOTION BBIA60/17**

MOVED: Cat O'Donnell

SECONDED: Gary van Leeuwen

- *That the Blyth BIA accept the proposal for the Year End Blast event.*

DISPOSITION: CARRIED

#### **MOTION BBIA61/17**

MOVED: Cat O'Donnell

SECONDED: Irene Kellins

- *That the Blyth BIA approve a budget of up to \$1,000 for expenses re: the Year End Blast.*

DISPOSITION: CARRIED

#### **StreetFest**

Nothing to report.

## **Festival of Wizardry**

- Les: It was the best day ever. Great customers. Ready to spend money and have a good time. They did a great job of getting people downtown.
- Karen: Over 3,000 people came through Memorial Hall. Great volunteers from as far away as Kingston.
- Irene: Lots of people through the store. We needed more communication with the retailers about the Scavenger Hunt. We now know what we didn't know. Impressed with how the town got involved.
- Bill: North Huron Council is sending a letter of support for 2018's event.
- Cat: A great use of hashtags; it was all over social media.
- Gary: So many turned away from Bed and Breakfasts.
- Garrett: Talk of moving the event ahead, to September.
- Karen: Festival of Thrones is happening the same weekend as the Alice Munro Festival of the Short Story (June 2-4).

## **Lighting of the Lights**

A proposal was passed around for this year's event, November 18, 6:30pm to 8:30pm. Donations to the Foodbank will also be solicited.

## **11. Other Business**

### **Hotel Feasibility Study**

Natasha is really close to getting the RFQ's out for the Feasibility Study.

### **The Big Idea**

North Huron Publishing staff and the BIA is hosting a community appreciation for Keith Roulston. In lieu of gifts, donations to Blyth BIA to establish "The Big Idea Fund" – an ongoing fund for a major project each year.

#### **MOTION: BBIA62/17**

MOVED: Deb Sholdice

SECONDED: Gary van Leeuwen

- *That the Blyth BIA will celebrate Keith Roulston with "The Big Idea Fund."*

DISPOSITION: CARRIED

### **BIA Advertising Signs**

Karen received a message asking if there's a cost and who gets to be on them.

(Answer: \$25/week on a first-come, first-served basis.)

Cat asked if anyone was will to take over the management of the signs.

Les asked if we should look into replacing those signs as they are looking shabby, to say the least.

Karen said that we should wait until the re-branding exercise with RTO4 is complete.

### **North Huron EcDev Committee**

Richard Al spoke to this new committee. Blyth and Wingham BIA's are at the table. Bill Knott and Trevor Seip are on the committee; looking for a representative from Blyth BIA.

#### **MOTION: BBIA63/17**

MOVED: Deb Sholdice

SECONDED: Cat O'Donnell

- *That Karen Stewart will represent BBIA on the North Huron Economic Development Committee*

DISPOSITION: CARRIED

### **BBIA Strategic Plan**

Karen said the the Strategic Plan is on hold for the time being until our branding is clear from RTO4, except for events in 2018. We need to focus our energies. Bring ideas and budgets so we can come up with a cohesive plan.

### **CKNX Advertising Opportunity**

Tom Williscraft presented an advertising opportunity with CKNX (attached). Tom was also asked about “Santa Stops”. He would need 12 businesses to participate.

#### **MOTION: BBIA 64/17**

MOVED: Gary van Leeuwen

SECONDED: Cat O'Donnell

*- That the Blyth BIA participate in the CKNX advertising opportunity presented.*

DISPOSITION: CARRIED

### **OMAFRA**

Richard said that the agreement from OMAFRA has been signed by Council.

### **12. Next Meeting**

Wednesday, November 8 at 8am in Blyth Memorial Community Hall (Lower Hall).

### **13. Adjournment**

#### **MOTION: BBIA65/17**

MOVED: Gary van Leeuwen

*- That there being no further business before the Blyth BIA Board, the meeting is hereby adjourned at 9:15am.*