

MEETING MINUTES

Wednesday, January 3, 2018 - Blyth Memorial Community Hall - 8am

Board Members present: Karen Stewart (Chair), Gary van Leeuwen (Vice-Chair), Deb Sholdice (Treasurer), Irene Kellins, Cat O'Donnell, Crystal Taylor, Les Cook and Gil Garratt (Secretary).

Others: Connie Goodall (North Huron Economic Development Officer)

Regrets: Bill Knott

Call to Order, Welcome and Opening Remarks

Chair Karen Stewart called the meeting to order at 8am and welcomed everyone.

Motion to Receive the Agenda

MOTION: BBIA01/18

MOVED: Gary van Leeuwen

SECONDED: Les Cook

DISPOSITION: CARRIED

Declaration of Pecuniary Interest

None Declared

Motion to Receive Minutes of December 6, 2017 Meeting

MOTION: BBIA02/18

one amendment: Pat Newson was also in attendance. Added.

MOVED: Gary van Leeuwen

SECONDED: Crystal Taylor

That the Blyth BIA Board of Management hereby adopts the Minutes of the Board of Management Meeting held December 6, 2017.

DISPOSITON: CARRIED

Business Arising from the Minutes

Some discussion about the state of completion of the new Cox signs. Ongoing.

Correspondence

None

Financial Report

Deb talked about the current state of the BBIA financials, including the state of the accumulated surplus estimated between 10-15k.

- . some discussion about the cost of the annual audit

- . Gary asked if there are still any outstanding invoices for CKNX radio ads; Deb said she will call CKNX directly to ask

MOTION: BBIA 3/18

MOVED: Deb Sholdice

SECONDED: Gary van Leeuwen

That the Blyth BIA receives the financial statements.

DISPOSITION: CARRIED

Economic Development Officer's Report

Connie Goodall informed everyone that North Huron is recruiting 10-11 participants to join the EcDev Committee. Members are encouraged to apply/promote.

Township of North Huron update

Bill Knott was absent from the meeting.

Events

Blyth 140: Crystal shared her report on the final Blyth 140 event: New Year. Crystal relayed that the event was amazingly well received, with more than 200 people in attendance throughout the daytime activities (free skate, dogsled demonstrations by Mike & Luke Siertsema, snowshoeing provided by Maitland Valley Conservation Authority) and more than 400 in attendance for the fireworks, which she added, were outstanding. Cat O'Donnell added that the social media campaign to promote the event was far more successful than anticipated. Outstanding expenses were identified: \$20 to Hope Button for the children's contest prizes, \$59 to Orr Insurance for the dogsled event.

In recognition and gratitude, Crystal made several motions to award honorariums

MOTION BBIA04/18

MOVED: Cat O'Donnell

SECONDED: Gary van Leeuwen

That the Blyth BIA donate approve an honorarium of \$100 for the Maitland Valley Conservation Authority

DISPOSITION: CARRIED

MOTION BBIA05/18

MOVED: Crystal Taylor

SECONDED: Cat O'Donnell

That the Blyth BIA approve two honorariums of \$100 each, for the North Huron Fire Department Fire Associations for Blyth & Wingham

DISPOSITION: CARRIED

MOTION BBIA06/18

MOVED: Crystal Taylor

SECONDED: Gary van Leeuwen

That the Blyth BIA approve an honorarium of \$100 to be donated to charity of choice for Mike and Luke Siertsema.

DISPOSITION: CARRIED

MOTION BBIAo7/18

MOVED: Crystal Taylor

SECONDED: Gary van Leeuwen

That the Blyth BIA approve a donation of the remaining profits from the New Year's Event to the Blyth Lions' Club.

DISPOSITION: CARRIED

Other Business

Hotel Feasibility Study & RED funding

Natasha reported that the hotel feasibility study is nearly complete, however, this is now a private study, sponsored by local stakeholders, and has already been paid for. The RED funding is not included. The results of the study are therefore belonging to those stakeholders and the stakeholders have yet to meet to discuss whether or not to make a public release. Connie Goodall informed the committee that the RED funding is non-transferable and cannot be used for a parallel project, hence the grant must be declined.

MOTION BBIAo7/18

MOVED: Deb Sholdice

SECONDED: Gary van Leeuwen

That the Blyth BIA withdraw the anticipated RED grants funds from the 2017/18 budget.

DISPOSITION: Carried.

Irene Kellins asked what measures, if any, could be deployed to better unify the efforts of multiple local community organizations, notably The Friends of the Village. Some discussion about the possibility of encouraging garden tours in the village.

General discussion about the ongoing creation of local map for tourists. Where is this at? Is this map already underway? Consensus that this is now the purview of the marketing committee.

Much time went to discussion of the proposed marketing project with Arcane. More clarity is required on whether the proposal from Arcane is an a la carte offering, or only possible if all elements are completed. Consensus that the current proposal from Arcane is cost prohibitive for the current BBIA, including ongoing monthly fees ranging from \$5k to \$6k, plus quarterly fees between \$600-\$800.

Next Meeting: AGM

Wednesday, February 7 at 7pm in Blyth Memorial Community Hall (Lower Hall).

Adjournment

MOTION: BBIAo7/18

MOVED: Natasha Fritzley

That there being no further business before the Blyth BIA Board, the meeting is hereby adjourned at 9:05am.