



**REPORT OF THE BLYTH BIA BOARD MEETING
HELD AT THE BLYTH & DISTRICT COMMUNITY CENTRE
WEDNESDAY, June 6, 2018 AT 8 am**

Board Members present: Karen Stewart (Chair), Gary van Leeuwen (Vice-Chair), Deb Sholdice (Treasurer), Irene Kellins,

Others: Colleen Jordan, Shane Yarema, Gord Dougan (MyFM delegation), David Sparling, Jennifer Triemstra-Johnston, Chris Johnston, Denny Scott (The Citizen), Lissa Kolkman (Friends of the Village).

Regrets: Bill Knott, Cat O'Donnell, Crystal Taylor, Les Cook and Gil Garratt (Secretary).

1. Call to Order, Welcome and Opening Remarks

Chair Karen Stewart called the meeting to order at 6pm and welcomed everyone. It was determined that not enough board of management directors were present to create quorum.

Motion to carry on without quorum for informational purposes, and that all motions and regular business would be ratified at the July 4 meeting. Moved by Deb, Seconded by Irene.

2. Declaration of Pecuniary Interest

- None Declared

3. Financial Report

Deb reviewed the financials. Very little business was noted in May. We have received a partial payment of the HST refund from the Township of North Huron. There was an error in the calculation that Deb had reviewed with Donna White and are expecting a correction in the coming weeks.

4. Presentation by Gord Dougan, myFM Radio

Gord proposed a town group commercial program that had been quite successful for other destination towns such as Kincardine and Walkerton in branding a theme for the area. The cost would be \$99 per business with 8 business participating. He recommended running the program 2-3x per year on their classic hits station. The information was received and if anyone is looking for further details please contact Karen at the BIA or Gord Dougan directly at myFM.

5. Friends of the Village of Blyth Update & Request - Lissa Kolkman

Lissa update the BIA on the new benches being placed on Queen Street in front of the Blyth Food Market sign. They are being created by Jim Wallace in the same style as the benches in front of the Queens Bakery, and are to be placed in front of the Blyth Food Market Sign on the edge of the Municipal Parking Lot. The group is looking for permission and direction on moving the bike stand to allow for the benches to go there. It was suggested to move it to the west side of Queen Street in front of the Howard Building.

Lissa also provided information to the horticultural park enhancements that are taking place. They are working with a new landscape design and will be adding some additional gardens, paths and a gazebo.

6. Blyth Artisan Market Project – Deb

The market had its soft launch last Thursday, and the vendors seemed happy with the results. The alley will have challenges to guide visitors behind the hall and get enough visibility but the proximity to the theatre and the venue are good. We started off with 4 vendors and hope to add more in the next few weeks.

7. On-Line Presence & Branding Project – Karen

Karen is working on the RFP, and she hopes to have it go out later this week.

8. Plaques & Portraits Project – David

David acknowledged the great help that they are receiving from Brock and Janis Vodden. They have identified 20 buildings with significant stories to profile. They hope to create a colour-coding system to connect buildings to stories by their plaques (ie. There are 6 or buildings connected to the 1901 fire and these could have a common colour for their plaques identifying them as part of a common story.)

David is also very interested in finding a way to profile the corner of Dinsley & Queen as the historical “Market Square” of the village. Suggestions included painting lines to re-create the square and/or signage.

Metrics for measuring engagement as per the RTO4 memorandum of understanding were discussed. The RTO4 proposal had included on-line engagement through a web portion.

There was also some discussion on branding and colours for the plaques.

9. Other Business/Business Arising

The by-law including our budget, levy and constitutional amendments was approved on May 22. The Wingham networking event has not been defined. We are currently waiting on input from Gil, as to the theatre participation as host for the event to invite the Wingham BIA to a pre-show reception and then enjoy a performance for free or low-cost.

The May BIA meeting included a discussion about going to the township to voice concern over street cleaning and general maintenance. Lissa confirmed that the Friends of the Village has taken concerns about grass cutting and flower maintenance to the Township both verbally and in a written letter. There is a complaint form on the website if you see something that needs to be done, or you can contact your ward council member.

10. Adjournment

MOTION: BBIA11/18

MOVED: Deb Sholdice

- That there being no further business before the Blyth BIA Board, the meeting is hereby adjourned at 6:45pm