

Wingham BIA Board Meeting – Thursday, Aug. 23

Present: Doug Kuyvenhoven, Dave Tiffin, Jason Schiestel, Yolanda Ritesma-Teeninga, Sandy Walker, Lisa Hearnden, Jim Snyder

Regrets: Dave Peers

Absent: Sandy Woodcock

Call to order: 6:38 p.m.

Approval of Agenda: Agenda approved with one addition. Moved by Sandy, 2nd by Lisa.

Previous Minutes: Doug read the June 28 minutes. No changes. Moved by Sandy, 2nd by Jim.

Finance: - \$12,000 in account. Levy should be coming within the next month. \$2,300 in A/R.
- Moved by Dave, 2nd by Jim to approve cheques to be written.

Committee Reports:

Retail: - Sandy reported that Sidewalk Sales were a success. Could have been more traffic on Saturday.
- Discussed coupon book that would replace Christmas promotion. Moved by Lisa, 2nd by Dave for BIA to spend \$700 for ad in support. Passed.

Curb Appeal: - Still no contact with Red Apple lawyer. Public Works been asked if fence allowed.
- Lions Park picnic shelter was painted by volunteers on Aug. 13.
- Josephine St. weeding was done Aug. 20 by Doug and volunteers.
- Josephine St. painting touch ups to be scheduled. Benches to be done Sept. 5. Thanks to Terry Walker.

Communications: - Website and Facebook updates continue. More focus on Facebook due to traffic.

Events: - RC Jets event seemed popular but Sunday was cancelled due to rain. DT to work with Air Cadets next year.
- Festival of Lanterns scheduled for Oct 26. Lisa and Mark McDougall coordinating. May decorate earlier than previous years.
- Santa Claus scheduled for Nov. 24. Moved by Dave, 2nd by Sandy to looking into sponsoring a marching band by BIA. List of Lucknow Homecoming contacts available.
- Jim reported the Farmers Market is seeing more attendance. May start BBQ at 11-11:30 to get lunch traffic. Market runs to last Wed in Sept.

Strategic Plan: - Branding Wingham – Doug has received some positive response from email requests.
- New website has been developed by Doug and Debbie Kuyvenhoven. It promotes sites and activities available in Wingham and area. www.visitwingham.ca

Other Business: - Dave provided an update on Wingham Community Connectors. Library initiated group to provide central point of activity information in and around Wingham.
- Dave provided information on planned All Candidates meetings scheduled for Oct 3 and 9 in Wingham and Blyth respectively. BIA members to be asked to submit questions.
- Dave provided update on Community Improvement Plan. Inviting Laura Simpson to Sept. 6 Wingham BIA General meeting.
- LED sign – Doug suggested an LED sign for south end of Wingham to promote events. Moved by Dave, 2nd by Jason to have Doug start investigating hurdles for this. Passed.
- Library Audit – The library has requested some BIA members assist with a facility audit.

Adjourned: 8:30 p.m. Next Board Meeting – Thur, Sept. 27 at 6:30 in Hot Stove Lounge