



## Belle River-On the Lake Business Improvement Area

### BIA Board of Management DRAFT Meeting Minutes December 2, 2019 at Noon Council Chambers, Town of Lakeshore

**BIA Board Members**  
Ward 4 Council Representative: John Kerr  
Chairman: Moe Mailloux, Moe Mailloux Financial Services Inc  
Vice Chair: Laura Tremblay, National Bank  
Directors: Jelena Adzic, Libro Credit Union, Sandy Pepper, The Treasure Nook, Shawn Sauve, RONA Sauvé's Home Centre, Ray Tetreault, Tetreault valu mart  
Director Regrets: Rachelle Crevatin, La Belle Fromage, Mike Sutton, Melady Funeral Home, Lucille Soulliere, Active Living Chiropractic  
Associate Members:, Tina Roy, Remax Preferred Realty Ltd, Derek Trepanier, Best Pest Control  
Associate Member Regrets: Jay Coulter, Coulter Software Inc, Dale Sanger, New Life Assembly  
Absent: Julie Curtis, Community Support Centre

**BIA Office Lakeshore** Coordinator Janel Gagnier and U of W VIP Student - Julia Adamo

**Lakeshore** Tammie Ryall, Director of Community & Development Services

**Delegate:** Truper McBride – Sunsplash Festival & Lakeview Park Update

#### Agenda Items

**Message from Moe**  
December 10<sup>th</sup> Council Meeting: a) BIA Budget to be presented along with a power point presentation from the OBIAA regarding the "Value of BIAS"  
B) A report may also be presented by administration regarding the change of the Town of Lakeshore to Municipality of Lakeshore.

**#1** Declaration Of Conflict of Interest

**#2** **Adoption of Minutes of the BIA Board Meeting on October 7, 2019** Shawn Moved Jelena Seconded: That the minutes from the BIA Board Meeting of October be adopted as presented.  
**Motion # 2019 – 26 All in favour. Motion carried.**

**#3** **Approval of 2018 Financial Statement Laura Moved and Jelena Seconded:** That the Financial Statements for the Belle River BIA for the year ended Dec 31, 2019 be approved.  
**Motion # 2019 – 27 All in favour. Motion Carried**

**#4** **Revision of 2020 Budget:** After email discussion between the Director of Finance and the BIA Board regarding the balancing of the budget, it was voted by the board thru email (due to the time deadline by administration to get the budget in) that the BIA Levy be raised to \$93,280 to balance the

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budget instead of taking money from reserves as previously discussed.

**3 Against:** John, Mike, Rachelle

**6 Approved:** Ray, Moe, Shawn, Jelena, Laura, Sandy

**1 No Vote:** Lucille

- #5** Old Business: 1. Holiday Dollars – Update: \$25,000 Sold out in 1 week  
Essex sold \$40 K in a week, Kingsville sold 100K in 3hours 10 minutes!
- #6** New Business: a) Win This Space Information – It was determined that the BIA proceed to find out more on the Libro Prosperity Grant and the Small Business Centre to seek a grant for this program in 2020  
b) Business to Business Collaboration Committee Update:  
Meeting # 1 Outcome: Determine how the BIA can better help businesses, utilize Facebook Belle River – On the Lake BIA Business Group. Host 2 events

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**B2B Collaboration Meeting # 2 Notes - November 14, 2019**

<b>BIA Board Members</b>	Jelena Adzic, Libro Credit Union Rachelle Crevatin, La Belle Fromage Julie Curtis, Community Support Centre Sandy Pepper, The Treasure Nook Tina Roy, Remax Preferred Realty Ltd.
<b>BIA Coordinator</b>	Janel Gagnier
<b>Agenda Items</b>	Spring Networking Night - Spring 2020
<b>#1 Who</b>	Open to ALL Members - Expect 50 people or more Invite BIA Board Members from Leamington, Kingsville, Essex, and Tec Invite TWEPI
<b>#2 What</b>	<b>Sponsored by Libro</b> <b>Ticketed Event for BIA Members and Guests - Eventbrite</b> <b>Raffle for Something Good</b> <b>Name tags</b> <b>Welcome Packages / Swag</b>
<b>#4 Location</b>	Rochester Place - Tina to discuss details with Stephanie Appetizers / Cash Bar / Glass of Champagne on the way in Theme – Celebrate our Success – black and gold
<b>#5 Why</b>	Promote Collaboration between businesses and other BIA's Celebrate OUR Success – Holiday Dollars, Digital Mainstreet Jelena to speak on the holiday dollars
<b>#6 Details</b>	Professional Photographer – post photos on social media Lakeshore News

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Sandy motioned and Ray Seconded that the meeting adjourn at 1:10pm. All in favour. Motion carried

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**#7** Next BIA Board Meeting : Jan 6, 2020 in Council Chambers, Town Hall

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