



## Belle River-On the Lake Business Improvement Area

### BIA Board of Management Meeting Minutes March 2, 2020 at Noon Council Chambers, Town of Lakeshore

<b>BIA Board Members</b>	<b><u>Ward 4 Council Representative:</u></b> John Kerr <b><u>Chairman:</u></b> Moe Mailloux, Moe Mailloux Financial Services Inc <b><u>Vice Chair:</u></b> Laura Tremblay, National Bank <b><u>Directors:</u></b> Jelena Adzic, Libro Credit Union, Rachelle Crevatin, La Belle Fromage, Shawn Sauve, RONA Sauvé's Home Centre, <b><u>Regrets:</u></b> Lucille Soulliere, Mike Sutton, Melady Funeral Home, Sandy Pepper, The Treasure Nook, Ray Tetreault, Tetreault valu mart <b><u>Associate Members:</u></b> Tina Roy, Remax Preferred Realty Ltd., Dale Sanger, New Life Assembly , Derek Trepanier, Best Pest Control <b>REGRETS:</b> Jay Coulter, Coulter Software Inc
<b><u>BIA Office Lakeshore</u></b>	Coordinator Janel Gagnier Tammie Ryall, Director of Community & Development Services
<b><u>Agenda Items</u></b>	
<b>#1</b>	Declaration Of Conflict of Interest - None
<b>#2</b>	<b>Adoption of the Minutes of the BIA Board Meeting on Feb 3, 2020</b> Shawn Moved and Laura Seconded: That the minutes from the BIA Board Meeting of February 3, 2020 be adopted as presented. <b>Motion # 2020 – 02 All in favour. Motion Carried</b>
<b>#3</b>	<b>Sunsplash Festival</b> <ol style="list-style-type: none"><li>1. Met with Mike Kovacs from the K of C to start the paperwork necessary for ACGO. Formal Request Letter and Map sent to Lakeshore Council to designate the festival as a Signature Event.</li><li>2. Approva for boat launching at the Puce Harbour and parking of trailers at the Community Support Centre</li><li>3. Special Event Application sent to Lakeshore</li><li>4. NYNE Design to begin work on the online car show registration process.</li></ol>
<b>#4</b>	<b>Stroll the Street: Special Event Application Sent to Lakeshore</b> <b>Night Market Campaign with TWEPI – a partnership with Leamington, Kingsville, Lasalle, Tecumseh and Walkerville Night Markets. Cost \$400 to participate in advertising on TWEPI. Shopping bags will be ordered by TWEPI for vendors and/or BIA Businesses. Short description for listing with TWEPI:</b> <u>An upbeat experience geared for all ages, bringing people and businesses together for food, fun, shopping and music! A great opportunity to slow down, visit with friends and family while enjoying all that Belle River has to offer!</u>

#5	<p>Old Business: Post Media Magazine - Advertising Price Sheet, Cover and Format for Directors Photo, Name, Position.</p> <p>Brainstorming Exercise. Belle River BIA Content to include</p> <ol style="list-style-type: none"> <li>1. Cover</li> <li>2. Board of Management page. Welcome from Moe</li> <li>3. Content Index</li> <li>4. Sunsplash Event Schedule and Locations (MAP)</li> <li>5. Sunsplash Info and Photos</li> <li>6. Stroll the Street Info</li> <li>7. Stroll the Street Photos</li> <li>8. List of Businesses by Category</li> <li>9. List of Businesses by Category</li> <li>10. Map of Lakeshore (to include parks, beach, museums, ERCA)</li> <li>11. Map of Belle River BIA Boundary</li> <li>12. What is a BIA?</li> <li>13. History of James Cooper and photo</li> <li>14. Lakeshore Museums and photos</li> <li>15. Lakeshore High Water Subsidies for residents of flooding</li> <li>16. Lakeshore Canada Day – Invite from Mayor</li> <li>17. Lakeshore ATC</li> <li>18. Lakeshore Summer Programs</li> <li>19. Experience Lakeshore To Do List</li> <li>20. Picnic Places</li> <li>21. Contest – Social Media photos of having fun in Lakeshore</li> <li>22. Contest – Best things to do or see</li> <li>23. Photos of parks, picnics, places, planters and decor</li> <li>24. Photos of businesses</li> <li>25. Photos of families having fun</li> </ol>
#6	<p>New Business:</p> <p><u>We Are Stronger Together Open House</u> - flyer approval and minutes from our last meeting. This private event should be open to business partners, managers and /or special staff NOT only the person receiving the email invite. Next Meeting is on Tuesday, March 10</p> <p><u>Grand Opening of Finishing Touch Paint &amp; Décor</u> will be held on March 28<sup>th</sup> between 11 am and 2pm with ribbon cutting at noon.</p>
#7	Next BIA Board Meeting will be held on April 6, 2020
#8	Meeting Adjournment at 1pm

Meeting  
Minute  
Approval

\_\_\_\_\_ Moe Mailloux

**Adoption of the Minutes of the BIA Board Meeting on March 2, 2020** Sandy Moved and Mike Seconded: That the minutes from the BIA Board Meeting of March 2, 2020 be adopted as presented. **Motion # 2020 – 04 All in favour. Motioned Carried**