



PEMBROKE BUSINESS IMPROVEMENT AREA

Pembroke BIA Board of Directors Meeting

MINUTES

Date: Monday, Jan. 8, 2018

Attendance: Michael St Jean, Janna Fortin, Paul Zamparo, Lou Hammill, Michelle Vachon, Heather Sutherland

Regrets: Mike LeMay, John Butler, Nicole Cunningham

Item #	Item Description	
1)	Call to Order @6:08 p.m.	Michael St Jean
2)	Declaration of Pecuniary Interest None	Michael St Jean
3)	Acceptance of Dec. 4, 2017 minutes Moved by Lou Hammill; Seconded by Janna Fortin	Michael St Jean
4)	Report from Council None, as Mike was away.	Mike LeMay
5)	Old Business <ul style="list-style-type: none"> • Committees Michelle Vachon/Heather Sutherland <ul style="list-style-type: none"> ○ Events <ul style="list-style-type: none"> ▪ Turkey Trot/Downtown Funk continued partnership ▪ The board agreed the working partnership with the Turkey Trot was a good one, and it would continue ▪ Christmas and Shop Hop ▪ Heather reported the Christmas events went well ▪ Based on business feedback, the next Shop Hop will be in April, running back to back months in both April and May, so that weather is not a factor ○ Awards budget ○ Presented as an addition to the previously-presented report • Food vendor locations and subcommittee Heather Sutherland • Heather noted the City will be looking at its food vendor policy, including spots in the downtown • The board said it would prefer no spots on Victoria or in the Market Square lot, and that spots at the waterfront should not be side by side 	
6)	New Business <ul style="list-style-type: none"> • Chamber of Commerce co-rental space Heather Sutherland • Heather reported the Chamber is looking to share space with the PBIA as it is looking to move. The board directed Heather to get more information from the Chamber regarding their requirements, budget, etc. • Homecoming Reunion – Downtown event? Heather Sutherland • Heather explained an all years high school reunion for four local high schools is coming to Petawawa in early July and asked if the board would like the PBIA to do anything special for this • Discussion was tabled to February meeting 	
7)	Other Business <ul style="list-style-type: none"> • Membership news <ul style="list-style-type: none"> ○ Open: Earth & Body Soapworks; Kichi Sibi Creators Hub: Closing: Cedar And Sage • Staff monthly task report Heather Sutherland/Michelle Vachon • Saturday parking update Heather Sutherland • Heather reported free Saturday parking with an additional PBIA monetary contribution (above the \$21,000) was approved by council for 2018 • The Grind re-zoning update Heather Sutherland • Heather reported the re-zoning was approved by council • AGM meeting date and preferred presentation Heather Sutherland • The board set the date of the AGM: Wednesday, March 21 	



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	<ul style="list-style-type: none"> • It will follow a new format of a rotating speakers' area so the members can get one-on-one time with guest speakers • Speakers to invite: Heather Salovaara, police chief, someone from Algonquin College 	
8)	<p>Strategic planning review</p> <p>Themes that emerged for 2018 goals:</p> <ul style="list-style-type: none"> • Business attraction <ul style="list-style-type: none"> ○ Real estate database ○ Continued sophisticated marketing plan ○ Marketing to new condo development • Membership engagement <ul style="list-style-type: none"> ○ More one-on-one visits with members ○ Spring social event ○ Share good news about members • Beautification <ul style="list-style-type: none"> ○ New banners – perhaps cross-street banners with Shop Hops and changeable dates ○ Winter lighting contest ○ New string lights for trees • Safety <ul style="list-style-type: none"> ○ Lighting • Community engagement and event support <ul style="list-style-type: none"> ○ Ensure communications are clear (ex. bus line alternative routes) ○ Target high schools and local youth organizations – provide letter of thanks to students for their resumes ○ More partnerships – ex. Algonquin College • Berm removal • Waterfront partnership – kayaks and canoes for rent 	All board
9)	<p>Budget</p> <ul style="list-style-type: none"> • 2017 Review 	Heather Sutherland
10)	Next Meeting: Monday, Feb. 5, 2018 – Supper at 5:30 p.m. Meeting at 6 p.m.	
11)	Adjournment @8:16 p.m. Moved by Paul Zamparo; Seconded by Lou Hammill	