



PEMBROKE BUSINESS IMPROVEMENT AREA

Pembroke BIA Board of Directors Meeting

MINUTES

Date: Monday, Feb. 5, 2018

Attendance: Michael St Jean, Janna Fortin, Nicole Cunningham, Paul Zamparo, John Butler, Lou Hammill, Heather Sutherland

Regrets: Mike LeMay

Item #	Item Description	
1)	Call to Order @6:03 p.m.	Michael St Jean
2)	Declaration of Pecuniary Interest None	Michael St Jean
3)	Acceptance of Jan. 8, 2018 minutes Moved by Janna Fortin; Seconded by Lou Hammill	Michael St Jean
4)	Report from Council None.	Mike LeMay
5)	Old Business <ul style="list-style-type: none"> • Committees Heather Sutherland <ul style="list-style-type: none"> ○ Events <ul style="list-style-type: none"> ▪ Downtown HockeySpree ▪ Heather reported 6 teams competed in the event, which went over well and that proceeds are going to The Phoenix Centre for Children and Families ▪ Lou noted he had heard positive comments from his staff that the foot traffic in the store picked up in the afternoon • 2018 goals review Heather Sutherland • The board noted to add growing the catchment area to the list • Mayoral debate for 2018 election Heather Sutherland • The board agreed if there was no mayoral race, to approach the Rotary Club to work with them at the all candidates meeting and have a portion of the event that is focused on business questions • Homecoming reunion event Heather Sutherland • The board directed to hold a three-day Homecoming Weekend event where stores could get on board how they'd like (sidewalk sale, exclusives, open house, etc.) 	
6)	New Business <ul style="list-style-type: none"> • Parking meter program with businesses Heather Sutherland • The board agreed the PBIA could start working with businesses with meters nearby to provide them with quarters to feed the meters for customers if they are out longer than their meter is paid for. • Staffing Heather Sutherland • The Downtown Facilitator position will be re-posted with the hopes of being filled by the March AGM 	
7)	Other Business <ul style="list-style-type: none"> • Membership news <ul style="list-style-type: none"> ○ Open: Flippin' Fun Creations: Closed: A Dash of Fab • Staff monthly task report Heather Sutherland • AGM update Heather Sutherland • Heather reported the meeting location will be the Seniors Drop-In Centre and that two speakers have been confirmed: Heather Salovaara, City Economic Development Officer, and Stephan Neufeld, OPP Inspector. • OBIAA conference Heather Sutherland • The board confirmed Heather and the new facilitator would attend the OBIAA conference in April 	



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9)	Budget <ul style="list-style-type: none">• 2017 Review• Heather noted the 2018 budget had been approved by council at their January budget meetings Heather Sutherland
10)	Next Meeting: Wednesday, March 21, 2018 – AGM at Senior’s Drop-In Centre – 5:30 p.m.
11)	Adjournment @7:05 p.m. Moved by John Butler; Seconded by Nicole Cunningham