



PEMBROKE BUSINESS IMPROVEMENT AREA

Pembroke BIA Board of Directors Meeting

MINUTES

Date: Monday, Jan.7, 2019

Attendance: Janna Fortin, Dan Laverdure, Stacy Taylor, Ryan Schmidt, Heather Sutherland, Bethea Summers, Brian Abdallah

Regrets: Nicole Montgomery, Stacey Michalopoulos

Item #	Item Description
1)	Call to Order @6:02 p.m. Janna Fortin
2)	Declaration of Pecuniary Interest None Janna Fortin
3)	Acceptance of Dec. 3, 2018 minutes Janna Fortin Moved by Stacy Taylor; Seconded by Dan Laverdure
4)	Report from Council Brian Abdallah City completed a cannabis retail survey of city residents, survey was available on the city website, at city hall, the Pembroke public library and the PMC. Results 1381 surveys completed, 84% said in favour of city opting in, 2% undecided and 14% said city should opt out of allowing cannabis retail in the city. Council will vote Jan 8, 2019. The provincial government is setting all the regulations in regards to how the stores will be allowed to operate and regulations around location. He suggests the city lobby the Ontario government to give municipalities more say on location of cannabis retail stores.
5)	<p>Old Business</p> <ul style="list-style-type: none"> • Events Heather Sutherland/Bethea Summers <ul style="list-style-type: none"> ○ Christmas <ul style="list-style-type: none"> ▪ Bethea presented reports on all of the initiatives the PBIA had during November and December, all events were well received by both businesses and the public. ▪ For window decorating contest may look at have a group come and judge the widows as well next year to help increase participation by businesses. Ryan Suggested making a google pole, to gather the votes from the public. ▪ Ryan suggested using more paid social media posts would be a better use of print advertising dollars. Stacy suggested that on the Shop the Neighbourhood and Shop Hop cards we put a question “Where did you hear about the event?” ▪ There was an issue at Shop Hop with a group that was walking around signing and asking for donations for their charity. Business owners and customers found them intrusive. Bethea will talk to By-law about how we can deal with this in the future. ○ HockeySpree <ul style="list-style-type: none"> ▪ We are taking a different approach this year still having a road hockey tournament but really expand the event to appeal to more people and have activities for when teams aren’t playing. Already have 4 teams registered and last year only had 6 in total. ▪ Lasso Live will be loaning us their propane heaters and hosting Kids Karaoke, RyJ’s, Pembroke Lumber Kings, and Pembroke Pride will all be present. Valley apex will host a hardest shot competition, we will hopefully have an outdoor movie and a food ally. ▪ The city will be donating to HockeySpree so we can bring two Ottawa Senators Alumni to the event for a meet and greet. ▪ White Water Brewing company wants to be a sponsor, and will be hosting an after party at Janna & Kerry’s. • Cannabis Survey



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	<ul style="list-style-type: none"> ○ Bethea Sent out a simple three question survey to the membership about the city opting in to allowing retail cannabis stores in the city. The results were 70% in favour of city allow retail cannabis 30% against city allowing retail cannabis. 47.47% Yes to allowing cannabis stores in the PBIA, 52.24% said no. As of right now the city won't have any control as to where stores can open that will be decided by the province and the alcohol and gaming commission.
<p>6)</p>	<p>New Business</p> <ul style="list-style-type: none"> ● Pembroke Pride Painted crosswalk request Heather Sutherland <ul style="list-style-type: none"> ○ The PBIA received a request from Pembroke Pride and PFLAG Renfrew County to paint the crosswalk between Albert Street and Pembroke St West. Dan Laverdure motioned that the board support this request, seconded by Stacy Taylor, board was all in favour. Board was also in favour of purchasing the paint for the crosswalk. ● Giggling Goats Summer Event Heather Sutherland <ul style="list-style-type: none"> ○ Giggling Goats had pitch Heather and Bethea an event that they would like to host this year, that would require a road closure. They will be hosting a car/motorcycle show, food vendors and performance by Michelle's school of dance. ○ Road closure would be early to mid June on a Saturday. Dan Laverdure motioned that we support the road closure providing the event is inclusive of all businesses that want to participate, seconded by Ryan Schmidt. ● Snow/Yard Angel's Donation request Heather Sutherland <ul style="list-style-type: none"> ○ The PBIA received a request from John McCann for a donation for the volunteers who are helping with the snow/yard angel program he is starting in the city. He was looking for maybe some downtown dollars to include in the volunteer kits. ○ The board decided that since the program didn't directly involve downtown it didn't support the PBIA mandate enough and they would not donate. ○ Bethea will put the call out to the membership in 10 Things email to see if any members would like to donate or support the program.
<p>7)</p>	<p>Other Business</p> <ul style="list-style-type: none"> ● Membership news Heather Sutherland/Bethea Summers <ul style="list-style-type: none"> ○ Open: HeLa Beauty; Valley Roots Hair Salon (both in The Mews) ○ Closed: Bill's Stamps, Coins and Sportscars ● Staff monthly task report Bethea Summers
<p>8)</p>	<p>Next Meeting: Monday, Feb. 4, 2019 – Supper at 5:30 p.m. Meeting at 6 p.m.</p>
<p>9)</p>	<p>Adjournment @7:54 p.m. Moved by Dan Laverdure; Seconded by Stacy Taylor</p>