



# PEMBROKE BUSINESS IMPROVEMENT AREA

## Pembroke BIA Board of Directors Meeting

## MINUTES

**Date:** Monday, Apr 8, 2019

**Attendance:** Janna Fortin, Stacey Michalopoulos, Stacy Taylor, Ryan Schmidt, Nicole Montgomery, Dan Laverdure, Heather Sutherland, Bethea Summers, Brian Abdallah (had to leave at 6:48 p.m.)

**Regrets:**

Item #	Item Description	
1)	Call to Order @6:04 p.m.	Janna Fortin
2)	Declaration of Pecuniary Interest None	Janna Fortin
3)	Acceptance of Dec. 3, 2018 minutes Moved by; Dan Laverdure, Seconded by Stacy Taylor	Janna Fortin
4)	Report from Council Brian attended the Win this Space Finale he thought it was great publicity and felt that a few of contestants may open up downtown. The Ontario Small Urban Municipalities conference will be held in Pembroke May 1-3 at the Best Western. Attendees have free time Wednesday and Thursday night and will hopefully come to see/eat downtown. Victoria street tender closed this past Friday. He will keep the board up to date with any updates.	Brian Abdallah
5)	Old Business <ul style="list-style-type: none"> <li>• Events Heather Sutherland/Bethea Summers               <ul style="list-style-type: none"> <li>○ Easter basket fun                   <ul style="list-style-type: none"> <li>▪ 27 participating businesses, 50 -60 eggs in each basket. All baskets will be delivered by Tuesday.</li> </ul> </li> <li>○ Downtown Connect                   <ul style="list-style-type: none"> <li>▪ 20 booths signed up so far, 10 paid, 10 in kind. Getting entertainment lined up, planning on have bogie's bar open during the event.</li> </ul> </li> <li>○ Young Professionals                   <ul style="list-style-type: none"> <li>▪ Event will be held at Janna &amp; Kerry's April 25<sup>th</sup>.</li> </ul> </li> <li>○ Women's Breakfast                   <ul style="list-style-type: none"> <li>▪ We have 38 people registered</li> </ul> </li> </ul> </li> </ul>	
6)	New Business <ul style="list-style-type: none"> <li>• Victoria Street Parking Coun. Abdallah               <ul style="list-style-type: none"> <li>○ Brian Abdallah wants to put forth a suggestion to council that we gradually phase out parking meters downtown. He wanted board input and asked staff to conduct a survey of the membership to get their opinion. Board was in favour of sending out a survey.</li> </ul> </li> <li>• Summer Weeding program Heather Sutherland               <ul style="list-style-type: none"> <li>○ Heather has been in contacted with Community Living to hire someone to weed for 10 hrs/wk for June, July and August. We have money in the Beautification and Maintenance budget that can be used to fund the initiative. Board was in support of this decision.</li> </ul> </li> <li>• Digital MainStreet Workshops Heather Sutherland               <ul style="list-style-type: none"> <li>○ The first two workshops are set for April 24 and July 10. Board is encouraged to attend and invite other business owners to attend.</li> </ul> </li> </ul>	
7)	Other Business	



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	<ul style="list-style-type: none"> <li>• Membership news <span style="float: right;">Heather Sutherland/Bethea Summers</span> <ul style="list-style-type: none"> <li>○ Pick – it – Fence grand re-opening April 13, will do a photo op once they are settled in their new location.</li> </ul> </li> <li>• Staff monthly task report <span style="float: right;">Bethea Summers</span></li> <li>• Annual General Meeting           <ul style="list-style-type: none"> <li>○ Presented AGM report</li> </ul> </li> <li>• OBIAA conference <span style="float: right;">Heather Sutherland/Bethea Summers/Janna Fortin</span> <ul style="list-style-type: none"> <li>○ Janna attended a tour of through the Glebe, got a guide on 20 things you can do to make your community better. Wants to further investigate expanding the BIA borders</li> <li>○ Heather got lots of info on strategic plans. The PBI A is due to review/redo their plan this year.</li> <li>○ Bethea went to workshops on social media, and accessibility in downtowns. Has a new guide book for the board members.</li> </ul> </li> </ul>
8)	<b>Budget</b> <ul style="list-style-type: none"> <li>• 2019 Review <span style="float: right;">Heather Sutherland</span></li> </ul>
9)	<b>Next Meeting:</b> May 6, @ 5:30 p.m., meeting at 6 p.m.
10)	<b>Adjournment</b> @7:29 p.m. Moved by Dan Laverdure; Seconded by Nicole Montgomery