



PEMBROKE BUSINESS IMPROVEMENT AREA

Pembroke BIA Board of Directors Meeting

Minutes

Date: Monday, May 6, 2019

Attendance: Janna Fortin, Stacey Michalopoulos, Stacy Taylor, Ryan Schmidt, Heather Sutherland, Bethea Summers, Brian Abdallah, Meredith Poirier, Ashley Bowen, Mathew Drew

Regrets: Dan Laverdure, Nicole Montgomery

Item #	Item Description
1)	Call to Order @6:02 p.m. Janna Fortin
2)	Welcome Meredith Poirier (Summer Student) Heather Sutherland Heather Introduced our summer staff.
3)	Declaration of Pecuniary Interest None Janna Fortin
4)	Acceptance of Apr. 8, 2019 minutes Janna Fortin Moved by; Stacy Taylor, Seconded by Stacey Michalopoulos
5)	Report from Council Coun. Brian Abdallah Farmers market will be coming to talk to council.
6)	<p>Old Business</p> <ul style="list-style-type: none"> • Events Heather Sutherland/Bethea Summers <ul style="list-style-type: none"> ○ Easter Basket Fun <ul style="list-style-type: none"> ▪ We had a few less baskets handed out this year over last year. Many of the places ran out of eggs. Will have full report at June Meeting. ○ Downtown Connect <ul style="list-style-type: none"> ▪ Number of Paid booths is down from last year. No static displays signed up yet, hoping will have some to provided examples for 2020. ▪ A few regulars are missing, many people dealing with the flooding. ▪ Sleepwell has come on board to sponsor the RY J's attractions. Will have live entertainment happing in at Bogie's Bar. ▪ Myfm will be having a remote broadcast from DC Saturday 10 – 2. ○ Young Professionals <ul style="list-style-type: none"> ▪ Had decent attendance. Janna felt it went well. The next one is planned for June 5th. ○ Women's Breakfast <ul style="list-style-type: none"> ▪ The event sold out. ▪ We want to look at having a way for people to mingle and network a bit before sitting to eat. ▪ We have a speaker lined up for the next Women's Breakfast. ○ Digital Main Street Workshop <ul style="list-style-type: none"> ▪ The first of 4 happened April 24th, 30 people had signed up but only 15 people showed. ▪ The feedback from those who attended found it very informative. ○ Canada Day



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	<ul style="list-style-type: none"> <ul style="list-style-type: none"> ▪ The city has received some grants and will help cover the cost of some of our activities. ▪ We will be closing the street from Alfred to Moffat, with construction it doesn't make sense to close at Victoria street. ▪ Push stores to have sidewalk sale. • Pembroke Pride Crosswalk Heather Sutherland <ul style="list-style-type: none"> ○ We have had some negative push back, mainly the perception that the city should be fixing the roads not painting them. Others are coming to defend and clarify how it is being paid for. ○ Operations has ordered the paint; painting is scheduled to happen Sunday May 26.
<p>7)</p>	<p>New Business</p> <ul style="list-style-type: none"> • Parking Survey Report Heather Sutherland/Bethea Summers <ul style="list-style-type: none"> ○ Bethea presented the report, the majority of PBIA members are in support of not replacing the parking meters on Victoria street once the construction is completed. The majority also agreed that all parking should be free downtown. ○ PBIA will attend the strategic plan meeting on May 23 and request that all parking meters gradually removed over the next 4 years. • Spring Shop Hop Heather Sutherland/Bethea Summers <ul style="list-style-type: none"> ○ Happening May 23 • Digital Main Street Service Squad Grant Heather Sutherland/Bethea Summers <ul style="list-style-type: none"> ○ We applied for the grant, if we are successful our first step is to get all of our businesses to claim their google business. • Chamber of Secrets partnership Heather Sutherland/Bethea Summers <ul style="list-style-type: none"> ○ We were once again approached by Stephane to partner with Feet to the Fire outdoor escape game. In 2018 the board decided to give them \$1000 in exchange for passes, we ran a digital scavenger hunt. The board decided to once again partner and run the scavenger hunt again. • Chamber of Commerce gala Heather Sutherland/Bethea Summers <ul style="list-style-type: none"> ○ PBIA staff was looking for direction as to when staff should be spending time and money to attend various networking/ strategic events. The board said the Chamber Gala should be attended by the PBIA as many members are nominated for awards and it is a good networking opportunity.
<p>8)</p>	<p>Other Business</p> <ul style="list-style-type: none"> • Monthly task report Bethea Summers • Membership news Bethea Summers/Heather Sutherland <ul style="list-style-type: none"> ○ Delta Niner Nutrition – grand opening May 9 ○ 11th Hour Survival & Supply – opening June 1 ○ Ottawa Valley Vision – opening summer 2019 ○ Studio Dreamshare – moves in June 1



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	<ul style="list-style-type: none"> • Mother's Day Facebook contest Heather Sutherland/Bethea Summers <ul style="list-style-type: none"> ○ Stacy Taylor used the PBIA members Facebook group and co ordinated a Mother's Day Contest with the winner getting a basket with many goodies from downtown businesses. The post had already gotten over 500 comments. Winner will be announced at Downtown Connect.
9)	Budget <ul style="list-style-type: none"> • 2019 review Heather Sutherland/Bethea Summers
10)	Next Meeting: June 3, 2019 Dinner at 5:30 p.m., meeting at 6 p.m.
11)	Adjournment: @7:30 p.m. motioned by Brian Abdallah, seconded by Stacy Taylor