



PEMBROKE BUSINESS IMPROVEMENT AREA

Pembroke BIA Board of Directors Meeting

Minutes

Date: Tuesday, September 10, 2019

Attendance: Janna Fortin, Stacy Taylor, Ryan Schmidt, Bethea Summers, Dan Laverdure, Nicole Montgomery, Brian Abdallah, Renea Rotblatt, Dr. Fahamia Koudra, Jerry Novack, Deacon Adrian

Regrets: Stacey Michalopoulos,

Item #	Item Description
1)	Call to Order @5:57 p.m. Janna Fortin
2)	Declaration of Pecuniary Interest Janna Fortin None
3)	Acceptance of August 6, 2019 minutes Janna Fortin Motioned by Stacy Taylor, Seconded by Ryan Schmidt
4)	Presentation for Christmas Market Dr. Fahamia Koudra <ul style="list-style-type: none"> • Dr. Koudra would like to see Downtown done up in the spirit of the Hallmark movie that was filmed downtown in 2018. Have businesses dress up trees, and auction off, maybe as a fundraiser. • She would like to see a big entrance/exit display for Downtown. She was looking to the PBIA staff for help to get this accomplished. • The board discussed it and felt we don't have the resources to get this accomplished, there are also many logistical issues with putting decorated trees on the sidewalks, if there is a big snowfall the sidewalk plows won't be able to get passed. • The PBIA will look at ways to increase the Christmas décor going forward.
5)	Presentation from The Grind Jerry Novack & Deacon Adrian <ul style="list-style-type: none"> • Deacon Adrian wanted to thank the board and all the downtown businesses for their help and support with lunches after the closure of the Salvation Army. • They are looking for a more permanent location that can accommodate having the full kitchen and food bank. • If they stay in the currently location, they are looking at putting a Patio in the back to help curb the loitering out front. • Jerry feels that not all of the loitering is clients from The Grind and some people are tenants from the above apartments • Nicole mentioned that people actively avoid walking Infront of the the Grind when there is a group out front. • The Mayor and Councillor Lafreniere are working with The Grind to find a suitable permanented location.
6)	Report from Council Coun. Brian Abdallah <ul style="list-style-type: none"> • Motorized trail vote will be in September or October council meeting. • Timber mural at the Skateboard park has been vandalized the city will be working on having it lit full time. • 6-month free parking trial will begin January – June. • Fiddle Fest will be returning for many more years to come.
7)	Old Business <ul style="list-style-type: none"> • Events Bethea Summers <ul style="list-style-type: none"> ○ Shop Hop & Patio Party – Bethea presented report, it was well attended and the weather was perfect. ○ Downtown Funk – We will be starting the street party immediately after the Turkey Trot, working on book entertainment, and vendors. ○ Small Business week, we have events set for every day of the week.



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	<ul style="list-style-type: none"> • Parking Meters <ul style="list-style-type: none"> ○ Council approved Brian’s motion for trial run of Free parking at the meters • Digital Main Street Service Squad Grant <ul style="list-style-type: none"> ○ Connor has been meeting with businesses, he has done over 20 digital assessments already. • Chamber of Secrets partnership <ul style="list-style-type: none"> ○ The clues have taken longer for people to solve this year, but this time people were directed through Facebook and Instagram to get the clue on our website, and traffic has greatly increased to our website. • PBIA Cross-street banners <ul style="list-style-type: none"> ○ Waiting to hear from Heather Cox about when we can pick up the new Christmas banner • Bee Successful <ul style="list-style-type: none"> ○ The weeding went really well, Bethea will get the final cost to hire Helene for the October Board meeting. • Kids Pop Up Market <ul style="list-style-type: none"> ○ Was a very successful season, some of the kids got to have a table on the Saturday at the Pembroke Farmers market. • Strategic plan <ul style="list-style-type: none"> ○ Bethea sent out a survey to the membership, ○ The board picked the date of October 2 to hold a planning meeting 6:00 p.m. at Wilkies.
8)	<p>New Business Bethea Summers</p> <ul style="list-style-type: none"> • Flower Planters purchase – The board does not want to purchase new planters at this time, we will swap out some of the really rough looking planters for some that are in better shape. We will look. • Tender for 2020 flower and maintenance contracts – Requests for quotations have been sent out, will have results at October board meeting • Silver Stick Parking request – Board in favour of asking the city for free parking for the three silver stick weekends in November. • Nicole Montgomery is stepping down from the board. Renae Rotblatt will be taking her seat on the board.
9)	<p>Other Business</p> <ul style="list-style-type: none"> • Monthly task report Bethea Summers • Membership news Bethea Summers <ul style="list-style-type: none"> ○ Delta Niner moved to new location – Grand re-opening September 23 ○ Little Things Canning Co. grand re opening at new location September 14 ○ Chahna Fai & Church Street Flowers Flora Café rebranding launch September 14 ○ Cork & Coral grand opening September 14 – Photo op and official PBIA welcome to be at a later date ○ Second Hand Store Grand opening October 1 ○ Ottawa Valley Power Play hopping to open October 1
10)	<p>Budget</p> <ul style="list-style-type: none"> • 2019 review Bethea Summers
11)	<p>Next Meeting: Tuesday October 8, 2019 Dinner at 5:30 p.m., meeting at 6 p.m.</p>
12)	<p>Adjournment Motioned by Dan Laverdure, seconded by Nicole Montgomery @8:25 p.m.</p>