



# PEMBROKE BUSINESS IMPROVEMENT AREA

## Pembroke BIA Annual General Meeting

## Minutes

**Date:** Wednesday, March 20, 2019

**Attendance:** Janna Fortin (chair and Janna & Kerry's over easy bar & grill), Ryan Schmidt (director and 42 Fringe), Erin Norris (AWE Yoga), Janice Cunningham (Pembroke Farmers Market), Kim & Dominic Chenard (Crazy Beautiful Dresses), Andrew Chenard (Wilkie's Fresh Baked Bread), Dan Laverdure (vice-chair, EGM Insurance), Jamie Hawes (Pembroke Pride), Renae Rotblatt (dot.), Eileen Malette (Custom Draperies), Noella Stevens (Custom Draperies), Jill Holroyd (Pflag Renfrew County), Tammy Cayer (Fellows H.S.), Nicole Montgomery (director, Calla Bean Emporium), Stacy Taylor (Director, Little Things Canning Co.), Michelle Vaillancourt (Sleepwell property management), Meghan Sutherland (Meghan Sutherland Mortgage team), Brian Abdallah (Councillor), Shawn Gillies (Meridian Credit Union), Emma Leavey (Pick-it-Fence), Callee Kuiack (Ottawa Valley Apparel), Mike LeMay (Mayor), Hazel Smith (Chana Fai & Church Street Flowers), Heather Sutherland (PBIA Manager), Bethea Summers (PBIA Facilitator)

Item #	Item Description	
1)	<b>Call to Order @6:40 p.m.</b>	Janna Fortin
2)	<b>Registrar's Report</b> 16 voting members in attendance	Janna Fortin
3)	<b>Approval of Agenda</b> Moved by Stacy Taylor; Seconded by Nicole Montgomery	Janna Fortin
4)	<b>Approval of 2017 AGM Minutes</b> Moved by Stacy Taylor; Seconded by Renae Rotblatt	Janna Fortin
5)	<b>Welcome</b> Janna extended thanks to the board members for volunteering their time, as well as to the members for their contributions to downtown events and initiatives.	Janna Fortin
6)	<b>2018 Accomplishments</b> Heather noted key accomplishments from 2018, including: <u>Events and Promotions:</u> <ul style="list-style-type: none"> <li>• Signature events           <ul style="list-style-type: none"> <li>○ Downtown HockeySpree – Feb. 3               <ul style="list-style-type: none"> <li>▪ Six teams and raises money for The Phoenix Centre for Children and Families</li> </ul> </li> <li>○ Canada Day in Pembroke – July 1               <ul style="list-style-type: none"> <li>▪ In partnership with City of Pembroke</li> <li>▪ Many community partners to make all the attractions</li> <li>▪ Good attendance despite record heat</li> </ul> </li> </ul> </li> <li>• Downtown Connect Trade Show – May 11 &amp; 12           <ul style="list-style-type: none"> <li>○ Expanded trade show to run over two days, and attracted new businesses</li> <li>○ Close to 1,000 attendees</li> </ul> </li> <li>• Shop Hops           <ul style="list-style-type: none"> <li>○ Second year of evening hour shopping events</li> <li>○ Held four in 2018: April, June, September, December</li> </ul> </li> </ul>	Heather Sutherland



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	<ul style="list-style-type: none"> <li>○ Weather factors into foot traffic numbers; however, most businesses record additional sales during the events</li> <li>● Young Professionals Series             <ul style="list-style-type: none"> <li>○ Held in partnership with the City of Pembroke</li> <li>○ Hosted Downtown at least every second event (held four times per year)</li> <li>○ About connecting young professionals in the area to each other, and to expose them to the business community downtown and in the city</li> </ul> </li> <li>● Small business week – October 15 – 19             <ul style="list-style-type: none"> <li>○ New series of events to celebrate and support small business</li> <li>○ Events included: Trailblazers Lunch; Cyber security lunch &amp; learn; PBI Awards Dinner; New business panel; women’s breakfast</li> </ul> </li> <li>● Kids’ Pop-Up Market             <ul style="list-style-type: none"> <li>○ New Initiative allowing young entrepreneurs space to sell their hand-made goods</li> <li>○ Ran every Friday in August (x5)</li> </ul> </li> <li>● Easter Basket Fun (two weeks leading up to Easter) with extra St. Patricks’ Day kickoff initiative</li> <li>● Downtown Pembroke Patio Party – partnership with city – Sept. 8</li> <li>● Pumpkin Treats – Oct. 27 – Businesses recorded 500+ kids</li> <li>● Shop The Neighbourhood – Nov. 23 &amp; 24</li> <li>● Christmas Tree Draw             <ul style="list-style-type: none"> <li>○ Extended timeline to add an additional week, and changed to passport program</li> <li>○ Passports very well received by both businesses and customers, and allowed us to track sales for the draw period – amounting to \$237,100 recorded</li> </ul> </li> <li>● Launched Fitness Fridays promoting health and wellness services downtown</li> </ul> <p><u>Other Accomplishments</u></p> <ul style="list-style-type: none"> <li>● 17 businesses opened downtown in 2018</li> <li>● Successful social media campaigns with contests and scavenger hunt</li> <li>● CTV morning feature on downtown businesses (October)</li> <li>● Recipient of Chamber of Commerce Community Impact Award</li> <li>● Launched Fitness Fridays promoting health &amp; wellness services downtown</li> </ul>
<p><b>7)</b></p>	<p><b>Budget</b> <span style="float: right;">Heather Sutherland</span></p> <p>Heather went over the 2019 budget, noting:</p> <ul style="list-style-type: none"> <li>● The budget had a 1.1% increase over 2018</li> <li>● The PBI levy rate decreased slightly by 0.52%</li> <li>● She noted some areas of change in the budget included increased staffing costs due to the fact there are now two staff in the office, and an increased budget for the summer student due to the increase in minimum wage</li> </ul>
<p><b>8)</b></p>	<p><b>2018 Goals</b> <span style="float: right;">Heather Sutherland</span></p> <p>Heather outlined key plans for 2019, including:</p> <ul style="list-style-type: none"> <li>● Business attraction             <ul style="list-style-type: none"> <li>○ Improved informational materials for potential businesses</li> </ul> </li> <li>● Membership engagement</li> </ul>



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	<ul style="list-style-type: none"> <li>○ More one-on-one visits with members</li> <li>○ Share good news about members</li> <li>○ Early, and consistent communication regarding Victoria Street reconstructions project</li> <li>○ Host educational workshops</li> <li>● Beautification             <ul style="list-style-type: none"> <li>○ Community partnership for improved weeding throughout downtown in the summer months</li> </ul> </li> <li>● Safety             <ul style="list-style-type: none"> <li>○ Continue to work with the city to improve the lighting situation downtown</li> </ul> </li> <li>● Community engagement and event support             <ul style="list-style-type: none"> <li>○ Maintain event levels, and tweak existing events to improve</li> <li>○ Continue to grow community partnerships</li> </ul> </li> <li>● Update strategic plan</li> </ul>
<p><b>9)</b></p>	<p><b>Small Discussion Breakout with Guest Speakers</b></p> <ul style="list-style-type: none"> <li>● <b>Jamie Hawes and Jill Holroyd, Pembroke Pride and PFLAG Renfrew County</b></li> <li>● <b>Tammy Cayer, Fellowes High School Co-operative Education Program</b></li> <li>● <b>BIA Staff to discuss Digital Main Street grant program</b></li> </ul>
<p><b>11)</b></p>	<p><b>Adjournment @8:06 p.m. Moved by Janna Fortin; Seconded by Nicole Montgomery</b></p>