

June 2018 Acton BIA Board Meeting Minutes

Attendees: Linda Olson, Monica Galway, Trish Somerville, Mike Albano, Nancy Wilkes. Cassandra Baccardax

Guests:

Regrets:

1. Opening of meeting – 6:34 Linda; meeting is being recorded.
 - a. 5 in attendance; 5/5 currently on the Board + recording secretary
 - b. Good evening to all; welcome; let's help one another with our own areas of expertise
 - c. Mike – thanks to Mayor and CAO for providing CBdx as interim manager; fresh start!
2. No pecuniary interest
3. AGM minutes – motion to adopt AGM minutes as recorded Nancy, seconded Trish, carried (5/5)
4. Special Board meeting – motion to adopt executive meeting minutes with - Monica, seconded Trish, carried (5/5) motion to conclude meeting adjournment added in – nancy/trish/unanimous
5. Treasurer's Rpt – bank ready to have new signing authority cards signed by 3
 - a. Q about receivables - \$2912; small items that possibly could be collected over summer by summer student
6. Mgrs Rpt: Summer Student, AGM, Mgr hiring\
 - a. Q – Monica - who is on hiring committee? Linda, Mike, Laura Lancaster ToHH, Cassandra
 - b. Monica – expressed desire to have manager face-to-face with members, out on the street
 - c. Job Description – Trish & Monica - posting does not have enough “on the street” duties; position has changed to be more strategic planning and rebranding, and not enough tangible tasks.
 - d. |nancyWhat does strategic plan mean – what will BIA gain from doing this strategic plan? |It's a go forward plan for 5 years, SWOT, what do we want to be/achieve in 5 years? New manager to put action plan to strategic plan. Acton plan developed already for rebranding. Discussion around why is it taking so long? Not a big enough board to vote on things, 3 managers in 2 years meant inefficiencies. Has been a struggle over last couple of years.
 - e. Go back to basics – what is the plan, how to implement.
 - f. Recording secretary to email Strat |Plan to all members
 - g. Mike – Board has to be more active; has to support new manager to make the strat plan and rebranding happen. Board can ID what needs to happen, and some kick-off starting items for quick wins. Break into Long-term, med-term, short term and urgent – set time lines and priorities.
 - i. beautification (via RED funding), rebranding (logo + more ie image, tag line etc.), website
 - ii. ie. Photo of Board with new coroplast sign with new logo; press release; new biz openings with sign

A lot of unknowns on where previous projects were left off; need to recap many projects and determine if they can be relaunched from mid-point

CB to send STRAT PLAN to all

5 MOTIONS

1. new board meeting date/time: 3rd Monday of month, 5:30 pm for \july & sept motioned by Nancy, seconded by mike,, carried all
 - a. Cancel Aug monica/mike/carried all
2. |Open Streets – Thurs June 28 - \$800 +\$400 = \$1200 . A lot of \$\$\$. Can we revisit the July & August ones? \promote through schools; print john mcNab, mcNab graphics 4/page deliver to schools. Monica Motion to approve \$1200 for video expense, market and run this one. Find out more about whether this was budgeted. 1/8 page Tanner spot red \$50-60 June 21 2nded Trish all in favour. CB to investigate budgeting for july and august events.
3. Grant Thornton - \$816 Trish motions, nancy approves , all in favour
4. Retaining Cindy Robinson – hold on for a few months – no changes now while interim and new manager and new board settle in. Plus Cindy knows BIAs. Nancy Motion to keep her until we're ready to take on task. Trish seconded all in favour
5. \$800 for Canada Day entertainment (\$200+\$600) monica/nancy/all

6. Other business

Discussion of whether to launch website and logo together, and now or later (after new manager starts) Pros/cons of quickly in light of months and months of delays vs. an exciting launch with a bit of build up.

Website – why not already up? Get it done. Events coming up fast and need as much (free) promotion as possible.

Launch of new logo – distribution of logo design - Colour works for digital/web but may need to use B&W for some items due to cost. Nancy to get quote on coroplast and window cling.

Whole plan for a big release is inappropriate. Let's be a committee who gets things done.

Nancy Motion to launch website asap without new logo as soft launch; photo and formal launch also ASAP pic with Mayor on June 28, just before open streets 6pm. 2nd monica; all in favour
CB to invite whole membership as well as past committee members
\logo deserves a proper launch – committee worked very hard on it.

Events

Movie 1: Trish, Linda, Mike, Monica

Canada Day 2-6pm: Trish, \Monica – cake, pins

LTF: |Linda, Mike, Nancy for some; Trish for some

Movie 2:

Halloween Trick or Treat on Mill & Main: come back to it with new manager

New Biz – CB to send link to Rpt to Council – 2 members to be appointed by Town, still leaving 4
\Possible new members:

- Dr. David DeMelo (chiropractor) – can do Mondays...
- Lynda yurkin Total Dance Innovations – potential...
- Chris (Scott?) – The |Olympic Greek - only if Mondays...
- Angie Forever youngsters – if not a Tuesday
- Nicole Cooperators – moving office so not eligible.

- |Lousia McCarley Willow Lane Natural Foods
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Treasurers Rpt – cindy Robinson or Trerasurer to rpt at each meeting going forward; Trish needs time to review books etc.

May 31 Balance \$13,310.18

Motion to adjourn the meeting...

8:37 monica , 2nd by Trish, vote unanimous, passed. Next meetings: july 16 & Sept 17