



**WALKERTON**  
BUSINESS IMPROVEMENT AREA

---

**BOARD MEETING AGENDA**

Wednesday April 10<sup>th</sup>, 2019

8:30 a.m. BIA Boardroom

1. **Call to order**
2. **Acceptance of Agenda**
3. **Conflict of Interest/Pecuniary Interest**
4. **Approval of Minutes – March 13<sup>th</sup>, 2019 minutes**
5. **Business Arising From the Minutes**
6. **Accounts Payable**
  - 6.1 Motion to pay March/April 2019 bills
  - 6.2 Trial balance
7. **Ongoing Business**
  - 7.1 Accounting (presentation from the Municipality Trish Serratore)
  - 7.2 Banner Policy
8. **Reports/Updates**
  - 8.1 Office – Racheal Bye
  - 8.2 Brockton Council – Kym Hutcheon
  - 8.3 Community Improvement Committee – Racheal Bye
  - 8.4 Economic Development Committee – Kym Hutcheon/Randy Saunders
  - 8.5 Events, Promotions & Networking Committee – Chelsey Reich
9. **Business Updates**
10. **New Business**
11. **Correspondence**
12. **Closed Session**
13. **Adjournment**

---

**Next Meeting:** *May 8<sup>th</sup>, 2019 at 8:30 am in the BIA Boardroom*



## **6. Accounts Payable**

### **6.1 Motion to pay March 2019 bills**

A motion was made to approve payment for the March 2019 Bills.

Moved by Ashley Coleman

Seconded by Sharon Johnson

Carried.

### **6.2 Trial balance**

A motion was made to approve the Trial Balance.

Moved by Anita Gathercole

Seconded by Sharon Johnson

Carried.

## **7. Ongoing Business**

### **7.1 Walkerton Dollars**

We are still looking at adjusting the process to be more transparent. We will look at this again at the next meeting. The Board was presented with a breakdown of the amount of Walkerton Dollars purchased, redeemed and outstanding for each year.

### **7.2 OBIAA Conference – March 31<sup>st</sup>, 2019 to April 3, 2019**

Alishia Oberle and Chelsey Reich will attend. Chelsey has experience being on the BIA with the previous Board and this conference will only expand her knowledge. Alishia and Chelsey will create a presentation of what they've learned at the April Board meeting.

### **7.3 Banner Policy**

Alishia presented the draft policy document. The Board agreed the consistency of the banners has been a problem. Randy suggested assessing the poles and potentially moving to a new style of pole décor altogether. Kym suggested a style similar to that in Lowville, ON (a cut and painted sheet metal silhouette that would be a permanent installation). Racheal mentioned that the CIC has applied for funding from Spruce the Bruce for new winter banners. This application could be tweaked slightly depending which direction we would like to go in. Any new project we choose should not interfere with the recently purchased Christmas lights. This will be reviewed again in the future.

All ideas should be sent to Alishia so that they may be compiled in one location.

## **8. Reports/Updates**

### **8.1 Office – Racheal Bye and Randy Saunders**

Racheal and Alishia recently had a meeting with Vicki Ly to discuss the Visitor Information Centre in relation to the Explore the Bruce program. They were looking for input from us to improve/change the program.

There is a single rep from Bruce County assigned to our area now. Janelle Bannon will be our contact for all items related to County initiatives including County initiatives for small businesses. We will feature this in a newsletter so the BIA membership is aware of this.

At our meeting on March 4, 2019 to discuss the budget Eric Dollimore from Eastlink was in attendance. He inquired about the BIA using phone and internet service from Eastlink and provided a quote for service. The Board was presented with the Wightman bill and Eastlink quote. Based on feedback Racheal will also quote out Wightman for the same services. Racheal will also inquire about the 12 month term with Eastlink as well as reducing the phone lines to a maximum of 2.

Racheal and Alishia are currently working on writing the content for the 2019 Brockton Visitor Information Guide.

The BIA's audit will start on Tuesday March 19, 2019.

Racheal Bye has resigned as of the end of April. Randy thanked Racheal for her time at the BIA. The Executive Committee has been meeting to determine a plan for filling the position. This will be discussed more at our April Board meeting but correspondence regarding the position vacancy will be sent out in the interim.

The Executive Committee has also looked at moving the bookkeeping portion of the Managerial role to the Municipality- this has been recommended by the Municipal accountant as well as the auditor for 4 years now. There was some discussion that moving the accounting could restrict the Board's management of the budget and decisions on disbursement of funding however the by-law states that the levy is the Board and BIA's responsibility to manage. This change would not affect Walkerton Dollar payouts and this would still be done bi-monthly. With the accounting moving it could decrease the wage of the managerial role which concerned some Board members in terms of retention. Trish Serratore, CFO at the Municipality, will present a proposal at the next Board meeting.

A motion was made to continue to investigate the possibility of moving the accounting and bookkeeping of the BIA to the Municipality.

Moved by Anita Gathercole                      Seconded by Sharon Johnson  
Carried.

#### 8.2 Brockton Council – Kym Hutcheon

The Budget was passed by Council at the March 12, 2019 meeting. There is a 2.78% tax increase and two \$50 fees added to tax bills for infrastructure and roads. This year will see some new sidewalk additions, road repairs, etc.

#### 8.3 Community Improvement Committee – Racheal Bye

There was no meeting last month. All applications for Spruce the Bruce grants have been submitted. We are just waiting to hear back for approval.

With Racheal resigning we will be looking for a new representative to sit on the CIC. Any interest to sit on this committee can be forwarded to Alishia.

#### 8.4 Economic Development Committee – Kym Hutcheon/Randy Saunders

There was a short meeting 3 weeks prior but it was poorly attended. The next meeting is Monday March 18, 2019.

#### 8.5 Events, Promotions & Networking Committee – Chelsey Reich

We had a special meeting March 8, 2019 to discuss Spring Shoppers' Night (April 11, 2019 5:30-8:30pm). We have many new ideas. Businesses will hide eggs in their stores that contain ballots. Shoppers must find an egg (max one egg per store) and fill out a ballot to be entered to win a gift basket filled with goods donated from local businesses. There will also be large eggs hidden in the Downtown on the street. Shoppers can return the egg to the BIA tent for a prize (\$5 Walkerton Dollars). Brothers in Beard will be playing on the street. Alishia will be taking photos as well as the contracted photographer from the Municipality. Racheal will make cupcakes to hand out at the BIA tent. The Optimist Club is also allowing us to borrow their Easter bunny costume. We are looking at confirming all prizes for the gift basket for our next meeting on March 21, 2019 at 9:00am.

### 9. Business Updates

We have a new business in town – Axe 'N Gear has recently opened on Old Durham Rd. They are a music store and will having their Grand Opening celebration on March 29 and 30. The

Board is encouraged to attend and welcome the owner Darryl Paterson to the business community.

The Scotty's building has also sold. The new owner plans on living above and renting our two business spaces below. The owner would also like to remove the mural on the side of the building. The Board suggested moving it to another location. Since the photo mural on the side of Fork 'N Good Food is being removed due to damage we could potentially move it there.

Sign by-laws were discussed. It was strongly urged that the Municipality review their sign by-laws and enforcement, particularly when it comes to LED signage.

**10. New Business**

Randy just reminded the Board of the importance of regularly attending the meetings and participated. If you are unable to attend a meeting please let Alishia know ahead of time so that we can ensure obtaining quorum is not an issue.

**11. Correspondence**

None.

**12. Closed Session**

None.

**13. Adjournment**

A motion was made to adjourn the March 13, 2019 meeting at 9:43am.

Moved by Kristen Bowman

Seconded by Ashley Coleman

Carried.

***Next meeting is scheduled for April 10<sup>th</sup>, 2019 at 8:30am in the BIA Boardroom.***

Walkerton Business Improvement Area  
**Trial Balance**  
 As of 31 March 2019

	31 Mar 19	
	Debit	Credit
1000 · Chequing	20,763.59	
1020 · Accounts receivable	33,655.70	
1025 · Prepaid expenses	1,464.36	
1500 · *Undeposited Funds	3,725.85	
1800 · Inventory - relocation guides	0.00	
1700 · Office furniture	9,100.89	
1701 · Acc Amort - Office Furniture		6,359.00
1710 · Computers	10,921.58	
1711 · Acc amort - Computers		10,822.00
1720 · Equipment	6,461.69	
1721 · Acc Amort - Equipment		4,096.00
1740 · Signs	40,883.58	
1741 · A/A Signs		36,941.00
1010 · Petty cash	100.44	
1730 · Leaseholds	6,462.80	
1731 · A/A Leaseholds		6,462.80
2020 · Accounts payable		8,227.44
2050 · Accrual account		9,238.56
2200 · GST Payable (due to/from Ont.)	2,418.38	
2500 · Deffered Revenue		64,380.00
3010 · Reserves	0.00	
3900 · Retained Earnings		14,283.53
4000 · General income		230.63
4000 · General income:Bank interest		196.89
4200 · BIA Membership:Associate Memberships		5,250.00
4710 · Promotions-Income		300.00
4806 · Image - Brockton grants	553.17	
5000 · Wages & Benefits	5,981.92	
5100 · Mileage/training/lodging/meals	144.08	
5250 · Projects & Promotions	249.31	
5300 · Office	29.95	
5300 · Office:Copier lease	141.63	
5300 · Office:Internet/telephone/fax	330.66	
5400 · Building maintenance:Rent & utilities	2,011.40	
5500 · Tourist Information:Office Expenses	7.10	
5700 · Walkerton \$\$	21,170.82	
6500 · Business Functions	150.00	
6700 · Image Expenses:Facade Program	0.00	
6800 · Promotions-Expenses	29.00	
6800 · Promotions-Expenses:Christmas promo	29.95	
<b>TOTAL</b>	<b>166,787.85</b>	<b>166,787.85</b>