



Belle River-On the Lake Business Improvement Area

BIA Board of Management Meeting Minutes February 4, 2019 Council Chambers, Town of Lakeshore Office

BIA Board Members

Ward 4 Council Representative: John Kerr

Chairman: Moe Mailloux, Moe Mailloux Financial Services Inc

Vice Chair: Laura Tremblay, National Bank

Directors: Jelena Adzic, Libro Credit Union, Rachele Crevatin, La Belle Fromage, Jay Coulter, Coulter Software Inc, Julie Curtis, Community Support Centre, Sandy Pepper, The Treasure Nook Tina Roy, Remax Preferred Realty Ltd., Dale Sanger, New Life Assembly, Shawn Sauve, RONA Sauvé's Home Centre, Lucille Soulliere, We Got It!, Mike Sutton, Melady Funeral Home, Ray Tetreault, Tetreault valu mart, Derek Trepanier, Best Pest Control

Regrets: Moe, John, Truper, Dale and Lucille

BIA Coordinator Lakeshore Admin Agenda Items

Janel Gagnier

Truper McBride, Director of Community & Development Services

#1

Declaration Of Conflict of Interest - None

#2

Adoption of Minutes of the BIA Board Meeting on January 14, 2019

Shawn Moved and Jelena Seconded: That the minutes from the BIA Board Meeting of Jan 14 be adopted as presented.

Motion # 2019 – 08 All in favour. Motion Carried

#3

Adoption of Minutes of the BIA Board Meeting on January 21, 2019

Shawn Moved Jelena Seconded: That the minutes from the BIA Board Meeting of Jan 21 be adopted as presented.

Motion # 2019 – 09 All in favour. Motion Carried

#4

Old Business:

Digital Service Squad \$10,000 Grant Program: Discussion on the facilitation of the program and eligible costs. Businesses to be informed on the program and a seminar to educate them on digital marketing and applying for the \$2,500 grant. A job description to be created in order to hire students.

Implementation of Strategic Plan 1 Year Objectives:

Tina Motioned and Sandy Seconded: That the BIA ask the Town of Lakeshore to help support our Strategic Plan process and implementation.

Motion # 2019 – 10 All in favour. Motion Carried

Laura Moved and Ray Seconded: That the BIA make a recommendation to council to allocate the reserve CIP monies to develop a report and implementation plan on the feasibility of creating an urban park within our downtown core.

Motion # 2019 – 11 All in favour. Motion Carried

#5

New Business:

TWEPI Tourism Windsor Essex Pelee Island:

A) Advertising for our BIA

Visit us for an opportunity to meet interesting people as you walk, shop, eat and enjoy all that our waterfront community has to offer every day! Stroll the Street and Sunsplash Festival events will WOW you! A clean, safe and friendly business environment with abundant things to do and see!

B) FINALIST 4th Annual Best of Windsor Essex Awards!

Stroll the Street Belle River – On the Lake has been announced as a finalist in the Tourism Windsor Essex Pelee Island’s 4th Annual Best of Windsor Essex Awards!

Nominations include Amherstburg Gone Crazy Car Show, Buskerville Windsor, Dropped on Drouillard, Open Streets Windsor, Stroll the Street – Belle River

C) New BIA Banners for Notre Dame Street: We have received a quote for new banners which would also include graphic design and shipping. Photo credit would be given to MT Morris of Brookside Uniques who happened to take beautiful photos of the new jetty and shared them with the Town of Lakeshore.

Sandy Motioned and Derek Seconded That: The price to purchase a o new banner with the photo of the jetty increase from \$100 to \$125 per banner to cover cost of new banner graphics and shipping.

Motion # 2019 – 12 All in favour. Motion Carried

#6

Next Board Meeting is March 4th in Council Chambers, Lakeshore Town Hall Meeting Adjournment

#7

Ray Moved and Tina Seconded: That the meeting adjourn at 12:55 pm

Motion # 2019 – 13 All in favour. Motion Carried

Meeting Minutes
Approved



Moe Mailloux
Laura Tremblay