



## Belle River-On the Lake Business Improvement Area

### BIA Board of Management Meeting Minutes March 4, 2019 at Noon 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, Rachelle 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, Active Living Chiropractic, Mike Sutton, Melady Funeral Home, Ray Tetreault, Tetreault valu mart, Derek Trepanier, Best Pest Control**

**Regrets: Rachelle, Sandy**

#### BIA Coordinator

Janel Gagnier

#### Lakeshore Admin

Truper McBride, Director of Community & Development Services

#### Agenda Items

#1

Declaration Of Conflict of Interest

#2

**Adoption of Minutes of the BIA Board Meeting on Feb 4, 2019** Jelena Moved Tina Seconded: That the minutes from the BIA Board Meeting of Feb 4, 2019 be adopted as presented.

**Motion # 2019 – 13. All in favour. Motion Carried**

#3

**Digital Service Squad Grant Program: \$10,000 Grant received!**

- a) Student job description done for service squad team members who will be trained by the Digital Mainstreet Team in Toronto. \$8500 will be paid biweekly to students through a contract.
- b) Electronic Hardware to be purchased, camera, chromebook, battery pack, tripod, equipment cases and mobile hotspot \$1200
- c) \$300 printed promo pieces
- d) FREE in person workshops and webinar training to ALL businesses in the community will be available beginning in March. Digital topics include Small Business Websites 101, SEO Fundamentals, Social Media for Small Business and Maximizing your Online Advertising and Digital Marketing

#4 **Stroll the Street: Chair Tracey Bailey, Deputy Mayor, Vice Chair Lucille Soulliere, Rachelle Crevatin Labelle Fromage, Terri Grondin – Sweet Libro, Sandy Pepper The Treasure Nook, Tina Roy, Preferred Remax Realty Inc. and Dale Sanger, New Life Assembly**

#5 **Sunplash Festival Classic Cruise Committee: BIA Board Liaison – Moe Mailloux Financial - Chair Mike Sutton, Pam Trepanier, Melissa Borrelli Moe Mailloux Financial, Roger Donais SOLTRA, Clinton Smit PIB Insurance  
Sunplash Committee  
BIA Board Liaisons: Mike Sutton and Jay Coulter  
Richard Brooks Royal Canadian Legion #399, Tim Crone and/or Kim Filiault Muskies Canada, and Tracey Bailey, Dave Monk Mike Kovacs from K of C Beer Tent, Amy Green Can Am Watercross**

#6 **OLD BUSINESS:**

- a) Banners have been designed for Notre Dame Street with proofs to be sent to businesses and once all approved then they will be ordered and installed by Lakeshore when weather warms up
- b) Stroll the Street was a "Finalist" in the 4<sup>th</sup> Annual Best of Windsor Essex Awards with winner announced March 28<sup>th</sup>
- c) Business Directory Quote were received on a new style of directory but decision on style to deferred to next meeting
- d) BIA Website Host Eleven Winds is working on simplifying the programs to make it easier for new provider.

#7 **NEW BUSINESS:**

- a) **Libro Prosperity Fund Information:** Ray moved and John Seconded that this type of opportunity be shared with BIA Members.  
**Motion # 2019 – 14. All in favour. Motion Carried**
- b) **Adobe Respite Services Seeking Volunteer Opportunities:** Julie Motioned and Dale Seconded that their request for sharing of request to BIA Members be granted.  
**Motion # 2019 – 15. All in favour. Motion Carried**

#8 Next Board Meeting is April 8, 2019 in Council Chambers, Lakeshore Town Hall

#9 Meeting Adjournment

Laura Moved/Shawn Seconded: That the meeting adjourn at 1:15pm

**ACTION ITEMS:**

DSS Squad

BUS DIRECTORY

Banner Proofs

OBIAA Workshops

Meeting Minutes

Approved

Associate BIA Members: Renewal Emeryville Collision/ Seasons Belle River  
NEW: Renees Music Studio, The BOS Group, Coliseum Construction



Moe Mailloux  
Laura Tremblay