



## Belle River-On the Lake Business Improvement Area

### BIA Board of Management Meeting Minutes December 2, 2019 Town of Lakeshore Council Chambers

**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, Sandy Pepper, The Treasure Nook, Shawn Sauve, RONA Sauvé's Home Centre, Ray Tetreault, Tetreault valu mart  
**Director Regrets:** Rachelle Crevatin, La Belle Fromage, Mike Sutton, Melady Funeral Home, Lucille Soulliere, Active Living Chiropractic  
**Associate Members:** Tina Roy, Remax Preferred Realty Ltd, Derek Trepanier, Best Pest Control  
**Associate Member Regrets:** Jay Coulter, Coulter Software Inc, Dale Sanger, New Life Assembly  
**Absent:** Julie Curtis, Community Support Centre

**BIA Office Lakeshore**  
Coordinator Janel Gagnier and U of W VIP Student - Julia Adamo  
Tammie Ryall, Director of Community & Development Services

**Delegate:** Truper McBride – Sunsplash Festival & Lakeview Park Update

#### Agenda Items

**Message from Moe**  
**December 10<sup>th</sup> Council Meeting:** a) BIA Budget to be presented along with a power point presentation by the OBIAA regarding the "Value of BIAS"  
B) A report to be presented by administration regarding the change of the Town of Lakeshore to Municipality of Lakeshore.

#1 Declaration Of Conflict of Interest - None

#2 **Adoption of the Minutes of the BIA Board Meeting on October 7, 2019** Shawn Moved Jelena Seconded: That the minutes from the BIA Board Meeting of October be adopted as presented.  
**Motion # 2019 – 26 All in favour. Motion carried.**

#3 **Approval of 2018 Financial Statement** Laura Moved and Jelena Seconded: That the Financial Statements for the Belle River BIA for the year ended Dec 31, 2019 be approved.  
**Motion # 2019 – 27 All in favour. Motion Carried**

#4 **Revision of 2020 Budget:** After email discussion between the Director of Finance and the BIA Board regarding the balancing of the budget, it was voted by the board thru email (due to the time deadline by administration to get the budget in) that the BIA Levy be raised to \$93,280 to balance the budget instead of taking money from reserves as previously discussed.

3 Against: John, Mike, Rachelle

6 Approved: Ray, Moe, Shawn, Jelena, Laura, Sandy

1 No Vote: Lucille

#5 Old Business: 1. Holiday Dollars – Update: \$25,000 Sold out in 1 week  
Essex sold \$40 K in a week, Kingsville sold 100K in 3hours 10 minutes!

#6 New Business: a) Win This Space Information – It was determined that the  
BIA proceed to find out more on the Libro Prosperity Grant and the Small  
Business Centre to seek a grant for this program in 2020

b) Business to Business Collaboration Committee Update:  
Meeting # 1 Outcome: Determine how the BIA can better help businesses,  
utilize Facebook with a Belle River BIA Business Group. Host 2 events in 2020

**B2B Collaboration Meeting # 2 Notes - November 14, 2019**

**BIA Board Members**  
Jelena Adzic, Libro Credit Union  
Rachelle Crevatin, La Belle Fromage  
Julie Curtis, Community Support Centre  
Sandy Pepper, The Treasure Nook  
Tina Roy, Remax Preferred Realty Ltd

**BIA Coordinator** Janel Gagnier

**Agenda Items** Spring Networking Night - Spring 2020

#1 Who Open to ALL Members - Expect 50 people or more  
Invite BIA Board Members from Leamington, Kingsville, Essex, and Tec  
Invite TWEPI

#2 What Sponsored by Libro  
Ticketed Event for BIA Members and Guests - Eventbrite  
Raffle for Something Good  
Name tags  
Welcome Packages / Swag

#4 Location Rochester Place - Tina to discuss details with Stephanie  
Appetizers / Cash Bar / Glass of Champagne on the way in  
Theme – Celebrate our Success – black and gold

#5 Why Promote Collaboration between businesses and other BIA's  
Celebrate OUR Success – Holiday Dollars, Digital Mainstreet  
Jelena to speak on the holiday dollars

#6 Details Professional Photographer – post photos on social media Lakeshore News

#7 Sandy Motioned and Ray Seconded that the meeting adjourn at 1:10pm.  
Motion # 2019 – 28 All in Favour. Motion Carried

Meeting  
Minutes  
Approved

John Kerr  
Laura Tremblay

