

Belle River – On the Lake BIA Board of Management

Monday, March 6, 2023 at 11:45 am at the ATC in Program Room 1

Minutes

Attendance: Ryley Gwilliam, John Kerr, Moe Mailloux (Zoom), Charlie Maitre, Kristy Osborne, Sarah Regan, Tina Roy, Cole Rymerson, Shawn Sauve, Travis Turkington

Team Members: Jordyn Bailey, Janel Gagnier, Derek Trepanier

Regrets: Janis Boudreau, Jay Coulter, Ryan Donally, Stefanie Goulding, Lynn Pike

1. **Call to Order:** Chairperson Tina Roy called the meeting to order at 11:50am
2. **Declaration of Conflict of Interest:** None
3. **Motion to Approve the February BIA Meeting Minutes** – Shawn Motioned and Cole Seconded: That the BIA Board of Management Minutes of February be approved as presented. **Motion 2023-3 All in Favour. Motion Carried**
4. **Business Arising :**
Motion to Secure Insurance for the BIA and the Board of Management – Ryley Motioned and Charlie Seconded: That the BIA Board of Management Co Chairs make the decision to choose the insurance company with the best policy for the BIA up to a maximum of \$3000 **Motion 2023-4 All in Favour. Motion Carried**
Exhibitor Insurance - Will not be needed as we will ask vendors to provide for their own insurance through their business or home policies.
5. **Committee Updates**
Stroll the Street: Sarah Purpose: Business Promotion, BIA Booth, Sponsorship, Volunteers, Entertainment, Promotion and Advertising, Vendors, and Food trucks.
Committee Members Chair - Sarah Regan, Vice Chair – Kristy Osbourne
Members – Cole Rymerson, Ryley Gwilliam, Lynn Pike and Trinidi Soulard.
Libro staff: Raluca Tudorica and Lisa Moore
 - insurance - vendors must provide insurance
 - cost to sign up – increase to \$40 for a 10x10' and \$80 for 10x20' space, BIA businesses do not pay
 - sponsorships - looking to get sponsors for entertainment or to provide food for volunteers, typically word of mouth, Ryley will be working on sponsorship package (possible tiers of \$500, \$1000, \$2500)

- advertising- One ad in Observer, promo postcards, digital ad and post
- entertainment - Leave Those Kids Alone, Allesandro, Jangles, stilt walker booked
- expenses: policing \$3800K, Port a John \$800, \$500 Capri pizza for volunteers, water and ice, advertising,
- budget - \$12K, looking for \$5K in Revenue

Marketing Committee: Travis -Presentation of our new WP built events microsite at BelleRiverBIA.com ready to go live, sponsorship package discussion

Sunsplash Festival: Derek/Travis - Belle River Brewhouse proposal discussion with plans to meet to firm up details, no inflatable's allowed on municipal property

B2B – Tina: BIA Membership Brochure discussion showing the value of becoming a member.

Motion to approve increase of membership fee - Sarah Motioned and Cole Seconded: That the annual BIA Membership fee for businesses outside of our boundaries is increased to \$400.

Motion 2023-5 All in Favour. Motion Carried

6. **New Business** - RONA will need the office space that the BIA Coordinator is currently using so a new location will need to be found.

7. **Next Meeting Monday Apr 3, 2023**

8. **Adjournment**

BIA Minute Approval by: Moe Mailloux X_____

Date: 4/3/2023