

Belle River – On the Lake BIA Board of Management

Monday, April 3, 2023 at 11:45 am at the ATC in Program Room 1

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

Team Members: Jordyn Bailey, Janis Boudreau, Ryan Donally, Janel Gagnier, Stefanie Goulding, Derek Trepanier

Regrets: Jay Coulter, Sarah Regan

Absent: Lynn Pike

Minutes

- 1. Call to Order:** Co Chair Moe Mailloux called the meeting to order at 11:50am
- 2. Declaration of Conflict of Interest:** None
- 3. Motion to Approve the March BIA Meeting Minutes:** Cole Motioned and Charlie Seconded: That the BIA Board of Management Minutes of March be approved as presented. **Motion 2023-6 All in Favour. Motion Carried**
- 4. Business Arising: Insurance** Moe has one quote and waiting on receiving the second this week before deciding. A company who covers legal fees would be beneficial. BIA Coordinator to get a quote from PIB for exhibitor insurance. A suggestion was made to incorporate for 2023.
- 5. Committee Update:**
 - Strategic Planning** – Committee is working on updating the previous Strategic Plan. Sending an invite to Truper McBride, Lakeshore CEO to their next meeting to insure that our Strategic Plans coincide.
 - Stroll the Street** –First event is on May 12. Ryley created a sponsorship package; WP created Postcards to distribute to the Lakeshore schools and to businesses in town. The OPP, Portajohn and entertainers are booked
 - Marketing Committee** – WP micro site event is now live with registrations, events and yard sales. We want Lakeshore to submit events to increase visitors to the site. Sponsorship packages are almost complete for both Stroll the Street and Sunsplash. First social media sponsored ad will be posted soon. Sunsplash Schedule Posters to be designed by WP

Sunsplash Festival 15 weeks away: Belle River Brewhouse has backed out due to costs. Ghost Note, British Beats 66 booked for Friday and Saturday night at the amphitheatre, Thursday night DJ and Saturday Zoo2You

WP working on creating a new design for the front of the souvenir shirts to sell at the car show for \$20

B2B –BIA Membership Handbook and Brochure almost completed. June 1st BIA Member Networking Night at The Lodge at Lakeshore with VIN and Brew, Craves Poutine Bar, LaBelle Fromage Charcuterie, Daydream Photography and Graham Dolson Strolling Musician

6. New Business: Discussion Members

Food Trucks: Ryan stated that the report to council from administration is on the agenda. Currently there is no formal report from the BIA included. The BIA will work on gathering the opinions of the BIA to present by May 1st.

7. Next Meeting Monday May 8

8. Adjournment at 12:54pm