

Belle River – On the Lake BIA Board of Management

Monday, June 5, 2023 at 11:45 am at the ATC in Program Room 1

Attendance: Jay Coulter Ryley Gwilliam, John Kerr, Moe Mailloux, Charlie Maitre, Sarah Regan, Tina Roy, Shawn Sauve, Travis Turkington

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

Regrets: Kristy Osborne, Cole Rymerson, Stefanie Goulding

AGENDA

1. **Call to Order – Chair Tina Roy at 11:59am**
2. **Declaration of Conflict of Interest – Chair Tina Roy - None**
3. **Motion to Approve the May BIA Meeting Minutes:** Sarah Motioned and Shawn Seconded: That the BIA Board of Management Minutes of May be approved as presented. **Motion 2023-8 All in Favour. Motion Carried**
4. **Business Arising – Chair Tina Roy**

BIA Spring Social Recap: Event was a huge success and on budget

2024 OBIAA Conference: Tina would like to see the executive and committee chairs attend the next conference which would be in spring of 2024. Approximately \$10K would be required and added to 2024 BIA budget.

Membership: Packages for Members were created and many handed out to Lakeshore Businesses. Tina has appointed Janis to chair this committee and will be focusing on creating an Operation Plan and Restructure of the Board. Committees can focus on tasks.
5. **Committee Chair Update**

Strategic Planning – Committee met with Invest Windsor Essex, Lakeshore CAO Truper McBride and Ryan and will be presenting a Strategic Planning Session soon. It is important to think ahead on how our BIA will be in 10-15 years. The future is important with all the development to the west. We need to present to council what we do and what we want to be in the future.

Stroll the Street Committee – Sarah – Positive Feedback was received at the BIA Booth and speaking to vendors at the May event. Kristy ran the BIA Booth with Cole and Sarah acting as Block Captains. In May we gave away 100 Carnations to Moms. For Junes Fathers Day event we want to do a paper tie craft for the kids and give away something

to dads. Sarah created a signup sheet for the BIA Board Members to volunteer at the BIA Booth for ½ hour.

Marketing Committee – Travis – Website has reached over 5000 views from current data We are looking into Ad revenue on the website which would bring in extra revenue for the BIA which we could then split up or use for making our events better and bigger. Sponsor packages were all sent out. All posts have been scheduled thus far for all future STS and Sunsplash events. 100 Event Posters have gone up. We are working on email lists corrections and adding Lakeshore businesses. We are using free spaces for advertising all future events including Windsorite and a few other places. We will be printing a schedule for Sunsplash coming soon that we can post online for everyone to see and hand out at Sunsplash at our booth. Sunsplash T Shirts have officially gone out to print

Sunsplash Festival– Power at Lakeview Park has been addressed with a proper location for vendors . Sponsors are sitting at around \$16,000 without additional profits such as Vendors and Car Cruise Registration. Vendors are sitting at 30 Vendors. Sunsplash events has been finalized and submitted to Lakeshore Special Event Committee. We are also working to finalize a beer garden with a company. We will have a BIA Booth to welcome people to the event. Travis is tasking each member to a set of Tasks that will be handled by them and overseen by myself.

Car Show Committee is working on updating info for this year to include an Exhibitors Choice Award for \$1000 in cash prizes. There will be a \$10 Registration Fee this year to help cover that cost and 400 Metal Dash Plaques. We are looking to ask for donations of door prizes and / or purchase them.

6. New Business - Discussion

Lakeshore Council will be discussing and voting on the possibility of allowing Food Trucks in all zones at their next meeting. Lakeshore is also looking at Rezoning to allow for Temporary Patios on Public Spaces.

7. Next Meeting Tuesday, July 4 NEW Location Upstairs ROCK RINK BOARDROOM

8. Adjournment

9. BIA Minute Approval by: Tina Roy X _____ 7/10/2023