

Belle River – On the Lake BIA Board of Management

Monday, July 10, 2023 at 11:45 am at the ATC Rock Rink Boardroom

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

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

Regrets: Kristy Osborne

Absent: Janis Boudreau, Jay Coulter

AGENDA

- 1. Call to Order**
- 2. Declaration of Conflict of Interest - None**
- 3. Motion to Approve June BIA Meeting Minutes – Moe Motioned and Sarah Seconded:**
That the BIA Board of Management Minutes of June be approved as presented. **Motion 2023-9 All in Favour. Motion Carried**
- 4. Business Arising – Chair –** Tina is focusing on a high level review of the BIA with the Formation of Executive Committee, Strategic Goals and Objectives and Action Plan and CRM (Customer Relationship Management) . The BIA AGM will take place on Monday, November 27, 2023
- 5. Committee Update**
Strategic Planning – Stefanie – Strategic Plan – Working on an executive summary
Stroll the Street – Sarah – June Event Recap

Feedback: More people on the street, more vendors and people seemed to be stopping to visit vendors. Block captains shared that vendors were happy and it was busier.

BIA Booth was busy but not many kids did the craft. Door prizes were from Twenty Two Coffee House, Fiona's Book Corner, Lakeshore Medical and Shoppers. Next time we will post on social media to encourage more donations and plan to post thank you to those who donated on BIA FB group. BIA pamphlets and event cards were available. We purchased 100 bobbers for dads from LSC Pro Tackle

Block Captains were Sarah, Travis, and Charlie. Charlie and Travis spoke to all vendors, many are coming to Sunsplash. Sarah went around as well and connected with many vendors, all were good

Sponsorships - Aria Wellness sponsored the ukulele player again. We have \$5500 in sponsorships so far (Landscape Effects, Lakeshore Dental, TCZ Dance Studio, Just Drive Safe, Libro, & Tourism Windsor-Essex) Once Sunsplash is over we will push sponsorship again (likely in August)and may pro-rate

Social Media - Graphic with 5 sponsor's logos posted as promised with a social media takeover. Photographer posted all photos on FB with thank you to our sponsors along with 10 photos on Instagram, photos will then be available on Facebook for us to choose from if we want to use her fee for Photography Fees are \$100 per hour and \$20 per hour for IG Takeovers

Vendors/Volunteers We had 72 vendors sign up for a good mix. We had 12 vendors selling some type of food. We had less volunteers than last time as many canceled last minute. But everyone who did volunteer showed up.

Revenues \$5750 from sponsorship packages and unofficial entertainment sponsors YTD and \$2600 from vendors for June

Marketing Committee – Travis – Sponsor form is on website. Digital Sponsor Proposal is the same as offering a sponsor position on the website. BIA Podcast with Charlie and Travis at the Lodge will give insight for everything BIA. All free websites utilized for all our events will be posted to. All Facebook/Instagram posts have been scheduled for the entire year meaning we do not need to worry about forgetting. Google analytics are in for the events website almost 10,000 hits which is great! Our original Belle River BIA website is still getting a decent amount of hits as well but far less view time (merge the two late 2023 or 2024). Keep marketing flowing through the marketing committee, want to make sure we are keeping a very specific look and not going away from there. Future for the events website discussed.

Sunsplash Festival Travis - 80+ Vendors are signed up. Hydro and located for Festival Tent were done by Lakeshore. We had amazing Sponsor support. Council Approved the GOAT putting on this year's Beer Garden with amazing work coming together on this. Looking for BIA Member volunteers for the BIA Tent

6. Next Meeting September 11 at ATC Program Room 1

7. Adjournment

BIA Minute Approval by: Tina Roy X_____ 9/11/2023