

Belle River – On the Lake BIA Board of Management Minutes

Monday, September 11, 2023 at 11:45 am at ATC Program Room 1

**Attendance:** Jay Coulter, Ryley Gwilliam, John Kerr, Moe Mailloux, Tina Roy, Cole Rymerson, Travis Turkington

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

**Regrets:** Charlie Maitre, Kristy Osborne, Sarah Regan, Shawn Sauve

AGENDA

1. Call to Order – Chair called the meeting to order at 11:50am
2. Declaration of Conflict of Interest – John Kerr declared a conflict with Number 4 Business Arising – Short Term Vacation Rentals
3. **Motion to Approve July BIA Meeting Minutes** – Moe Motioned and Cole Seconded: That the BIA Board of Management Minutes of July be approved as presented.  
**Motion 2023-10 All in Favour. Motion Carried**
4. Business Arising: Short Term Vacation Rentals  
As a board, we represent the business community and our decision will be shared with Lakeshore Council. We reviewed notices from both a Lakeshore resident and an owner of an Arbnb.  
**Motion to NOT Support Council Decision** – Moe Motioned and Jay Seconded: That the BIA Board of Management will not support Lakeshore Councils Decision to create a bylaw to ban all short term rentals in Lakeshore.  
**Motion 2023-11 All in Favour. Motion Carried**  
**Motion to Recommend Regulation** – Ryley Motioned and Jay Seconded: That the BIA Board of Management make a recommendation to Municipality of Lakeshore to regulate Short Term Rentals in Lakeshore.  
**Motion 2023-12 All in Favour. Motion Carried**
5. Committee Update  
Strategic Planning – Stefanie - Strategic Plan is visionary and looking forward to the future of the BIA. Will are working on a new organizational structure and plan. A meeting will be held in the near future with the board to finalize.  
Stroll the Street – Ryley - BIA Booth has a new branded tent, tablecloth and ballot box.

We will be giving away apples at the next event. Looking for board members to fill shifts at the BIA Booth. Local businesses have donated gift cards to give away. We need to send out a request for gift cards for the BIA Booth so that businesses are able to donate. Block Captains will be Cole, Sarah, Travis, and Charlie. Ryley will discuss at the next marketing meeting a way to pro-rate outreach sponsorships as well as promote vendors who will be at the event. Pre-programmed ad on social media starts 3 weeks before.

Entertainment booked is Alessandro, Jangles, Stiltwalker, LTKAB, Ares Band, 519 Aerials, Danille Samson and EA Parties Costume Character. Club Pilates -the Lead Instructor of Club Pilates is doing a class at her booth.

Vendors/Volunteers - Approximately 83 vendors signed up as well as 40 + Volunteers

Revenues - -Janel provided updates for May, June, Sept and will work on running total to be shared at next meeting for discussion

Cydney will be photographing the aerialist for an hour and Dominique is doing a social media take over that night

Marketing Committee – Travis -All STS Scheduled Posts and Paid ads have been done for the entire year. Online Website Ad Space is ready to go we need to make a decision on Freshbooks to start using for accounting software to track everything money related coming in and going out. It would also sync perfect for all Membership renewals, ad space as well as to integrate with the automated website entries. Signage has been requested to be updated in Emeryville. Networking Night and AGM please remember that all marketing material should go through Marketing in order to keep artwork and communication in sync and consistent. We should also have all of our Holiday Posts created.

Sunsplash Festival– Travis - Connected with Lakeshore in order to discuss how the event with this year and for future planning. Discussed Hydro and having Lakeshore work with BIA to better promote our events. Waiting for Lakeshore to come back with an idea as to how much Hydro can be placed within Lakeview Park to help increase the amount of Vendors available and the layout in the park. Suggested that Lakeshore hire their own Bands during Sunsplash to help reduce our costs. Updated Frank with the map of where we would like to see things in the future

Contacted and thanked all Vendors and Sponsors to inform them how to pay and where to pay and sent them invoices.

Currently working on Carnival for next year to find out their availability most are still attending Fairs across Ontario waiting to hear information back.

Working on a new plan on how to implement Sunsplash and Future events as a whole.

Committee created a Sunsplash Manual in order to help anyone in the future who would be working with Sunsplash.

B2B Membership Committee – Janis - Committee is working on a new CRM tool (Hubspot) to be introduced for our communication and organization of tasks, creating a BIA Newsletter to come

out monthly starting October 15/23 and planning on to use Freshbooks Online start-up for accounting purposes. The AGM and Appreciation Night being planned for November 27<sup>th</sup> at Rochester Place

**6. New Business - Discussion Members-**

a) Renewal of our Festival and Events Membership for 2023/24 at a cost of \$225.

**Benefits of membership:**

- Digital Guide website to promote your events
- International Festivals and Events Association (<https://www.ifea.com/>) membership included for Ontario members
- reduced rates to take the Risk to Resilience Fundamentals of Risk Management e-course
- Educational opportunities through Tuesday Talks with FEO
- Promotional opportunities through Instagram Takeovers, FEO on the Air Podcasts and so much more
- be advised of upcoming industry news through our weekly newsletter
- Membership rates for our 2024 FEO Niagara Falls Conference February 26 - 28, 2024

b) Request from Victoria Pizutti, Lakeshore Nurse Practitioner Lead Clinic (above Shoppers), after consulting with CMHA's Workplace Outreach Worker, we have identified an opportunity to organize a workshop specifically tailored for the BIA. This workshop can be conducted either in-person or virtually, on a weekday during the day or evening, depending on the preference of the members. Example topics covered may include achieving Work/Life Balance, Workplace Mental Health Essentials, Strategies to Overcome Workplace Stress, and Promoting Mental Health Awareness in the Workplace. We are committed to covering the cost of this workshop and we will be providing snacks and refreshments if it takes place in person. To facilitate the planning process, we would kindly request that the BIA members provide us with their preferred time of day, also taking into consideration that the workshop facilitator requires at least 6 weeks' notice for bookings. Furthermore, we are thrilled to also offer your members bi-monthly e-newsletter information that would cover various topics on managing holistic health. The topics covered in the newsletter may include occupational health tips, mental health coping strategies, healthy recipes, and much more. This info will be added to our newsletter.

c) Budget Planning for 2024 Notice – We will be holding a special Budget Planning Meeting in October after our Oct 2 Board Meeting in order to have the budget ready for the AGM in November.

7. Next Meeting October 2 at ATC Program Room 1

8. Meeting Adjournment

9. BIA Minute Approval by: Tina Roy X \_\_\_\_\_ 11/06/2023

