



**Business Improvement Association  
Board Meeting Agenda**

**Date:** January 9, 2017

**Place:** Secord Room / 2<sup>nd</sup> Floor

**Time:** 6:00 pm

**Type of Meeting:** Board Meeting

**Members:** G. Braun, A. Cull, J. Malone, P. Fortune,

**City Staff:** Councillor Frank Monteiro, Trevor McWilliams

**BIA Staff:** A. Stebbings

1. **Call to order**
2. **Declaration of Pecuniary Interest**
3. **Motion to adopt Minutes of November 14, 2017**
4. **Motion to adopt Minutes November 29, 2016**
5. **Motion to adopt Financials of December 31, 2016**
6. **City Update – Trevor McWilliams**
7. **Executive Director / Update**
  - 50/50 update
  - 50/50 2017 (need to decide capital project early in the year)
  - Celebrate the Magic of Christmas update
  - Possible new board members
  - Welcome Kit
  - Confirm Date for Q & A / membership
  - Ontario Fruit & Vegetable Convention
  - OBIA Conference
8. **Items for Discussion**
  - Determine who is sitting on what committees & assign tasks
    - Budgeting – review 2017 budget (meet with Michele)
    - Marketing & Advertising – determine media avenues (Grand Magazine, Cambridge Times. Snap Magazine, Explore Waterloo Region, Roadside TV, West Galt Magazine
    - Beautification – banners (graphics)
9. **Adjournment**

**Next Board Meeting: February 13, 2017**

*The main purpose of the BIA Board is to revitalize, beautify and maintain a dynamic downtown core area by creating a cleaner, safer, and more congenial atmosphere that benefits all local businesses. The Board will endeavor to establish a network of relationships and partnerships within the core area to encourage effective communication between its members and the Board of Management.*

