



## MINUTES

**Business Improvement Assoc.  
Board of Management Meeting  
Sept 11, 2017  
City Hall, Second Room  
50 Dickson Street  
Cambridge, Ontario**



**Board Members in Attendance:** Graham Braun (Chair), Paul Fortune, Omar Kaake, Matt Rolleman

**Regrets:** Councilor Frank Monteiro, Michael Rederer, Catia Gyurits

**BIA Staff in Attendance:** Andrea Stebbings

**City Staff:** Trevor McWilliams

### **Meeting Called to Order**

The regular meeting of the Business Improvement Association Board of Management meeting was held at City Hall, Second Room, 50 Dickson Street, Cambridge, Ontario. Graham Braun welcomed everyone present and called the meeting to order at 6:00 p.m. and the meeting adjourned at 8:00 p.m.

### **Declarations of Pecuniary Interest**

There were no declarations of pecuniary interest.

### **Motion to Adopt Minutes of June 12, 2017**

Moved by: Graham Braun  
Seconded by: Omar Kaake

THAT the Minutes of the Business Improvement Association Board of Management meeting of June 12, 2017 be approved.

Carried

### **Motion to Adopt Financials of August 31, 2017**

Moved By: Graham Braun  
Seconded By: Paul Fortune

THAT the Motion to Adopt financials of the Business Improvement Association Board of Management meeting of August 31, 2017 be deferred.

Carried

### **City Update – Trevor McWilliams**

City Wide Parking Review PIC is scheduled for September 18, 2017 in the Bowman Room at City Hall. Updates were provided on Digital Lighting – Idea Exchange, installation of Security Cameras, Pedestrian Bridge & Streetscape Project – Upper Main St. Special Events Strategy led by Community Services will go to council in late fall 2017.

### **Committee Updates**

#### **Marketing & Advertising (Paul Fortune)**

Social Media is well underway with posts and ad campaigns. Intrigue Medias is going over and above providing content and doing 4 posts weekly covering downtown events, downtown community, history and business highlights. August delivered 580 new likes and followers to our page supporting with a \$50 Gift Certificate Giveaway as well as dozens of consumer questions, shares and personal comments. Intrigue is also working on sourcing all members' face book pages and connecting Galt on the Grand. Next crucial step is to begin sourcing and provide content for social media posts. Pamela from Art of Home is working on Christmas ad with Grand Magazine.

#### **Beautification Committee (Andrea Stebbings)**

Remembrance Day banners will be installed October and removed November 17 to install Christmas decorations. Smart gap ramps (4) have been ordered for the BIA proper to use at events in the downtown core. Balance of 50/50 confirmed. Joanne Malone has resigned from the Board & Committee. Andrea is currently managing the committee until such time a board member volunteers to sit on the committee.

#### **Events (Andrea Stebbings)**

A meeting was held for a debrief of Grandfest. Further discussion to follow. Mill Race Cruise was another successful event. Members & outside businesses contributed over \$7,000.00 in prizes to the event. Water Lot #1 (LA Franks) was filled to capacity each night.

**Budget (Andrea Stebbings)**

Budget committee confirmed for planning of 2018 budget.

**Items for Discussion (Andrea Stebbings)**

AGM confirmed for Nov 13, 2017. Joanne Malone resigned from the BIA Board & Beautification Committee.

**Close of Meeting**

Moved by: Graham Braun  
Seconded by: Omar Kaake

THAT the Business Improvement Association, Board of Management Meeting of September 11, 2017 does now adjourn at 8:00 p.m.

CARRIED

**Next Board Meeting: October 9 , 2017**

**Graham Braun / Chair of the Board**

A handwritten signature in blue ink, appearing to read "Graham Braun", is written below the text "Graham Braun / Chair of the Board".