



MINUTES

**Business Improvement Assoc.
Board of Management Meeting
February 13, 2017
City Hall, Second Room
50 Dickson Street
Cambridge, Ontario**



Board Members in Attendance: Adam Cull (Secretary Treasurer), Graham Braun (Acting Vice Chair), Joanne Malone, Paul Fortune, Michael Rederer

Regrets: Trevor McWilliams

BIA Staff in Attendance: Andrea Stebbings

City Staff in Attendance: Councilor Frank Monteiro,

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 January 9, 2017

Moved by: Adam Cull

Seconded by: Graham Braun

THAT the minutes of the Business Improvement Association Board of Management meeting of January 9, 2017 be approved.

CARRIED

Motion to Adopt Financials of January 31, 2017

Moved by: Paul Fortune

Seconded by: Joanne Malone

THAT the financials of the Business Improvement Association Board of Management meeting of January 31, 2017 be approved.

CARRIED

City Update – Councilor Frank Monterio

Light Rail Transit PIC scheduled for February 28 at the Kinsman Club from 4pm – 8pm and March 1 at the Nfld. Club from 2pm -8pm. Start time from the LRT is between 2025 & 2028. The cost of the 2nd Phase is approximately 1.2 billion. A number of options have been presented with the preferable route Shantz Hill to King St and Eagle (P). Eagle Street to Hespeler & Pinebush Road, along Hespeler Road stopping at the Cambridge Centre, Canamera Parkway and the Delta. Move along the Delta rail lines paralleling Dundas St until Beverly Street then finally to the Ainslie Street terminal. This option will reduce impact to Galt's downtown core. Before Phase 2 begins, there will need to be an environmental assessment.

Executive Director Update

Confirmed date of the Question & Answer Session for the BIA membership to be held on Monday, March 27th. Advised the website is currently under construction. There is a lot of updating to do. The Minutes & Agenda will be added to the site as per city staff request. Planning for Cambridge Core Area Patrol Program (CCAP) for 2017 has begun. Start date is Friday, May 19, 2017. End date is September 2, 2017. A request to the city for additional funding to extend the program to the Thanksgiving weekend has not yet been approved. Planning for Grandfest has also started with sponsorship letters already sent out.

Items for Discussion / Committee Updates

Beautification Committee (Joanne Malone) – the committee had their first meeting and work has been done on the design of the banners. A meeting will be arranged with Classic Displays to discuss graphics. There are 35 banners with 4 designs. "Welcome" will be the first and fifth banner to the series of 5 sets of 7. Red and white flowers have been approved in commemoration of the 150 anniversary.

Marketing & Advertising Committee & Social Media (Paul Fortune) – a first meeting has been scheduled to discuss plans for the year & review of the marketing and advertising budget and where funds have been spent in the past. A meeting will also be arranged

with Frist Choice Computers, Dave Melchert, to discuss how to move forward with the website which is currently under construction.

Budget Committee (Adam Cull) – Michael Rederer will be joining the committee. There will be some changes to line items within the budget as we move forward. The budget will be redone using the Simply Accounting Program and forwarded to board members. Advocacy Committee (Joanne Malone) – this committee has yet to be formed. City staff and BIA Executive Director cautioned against “conflict of interest” infringement. This committee would be difficult to regulate from a business owner point of view on the board verses a business owner representing all members. The BIA board advocates for the membership in its entirety verses one particular business.

Close of Meeting

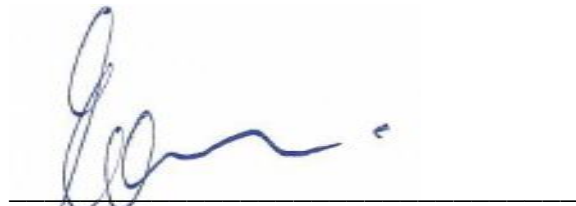
Moved by: Adam Cull

Seconded by: Paul Fortune

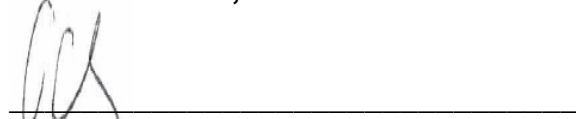
THAT the Business Improvement Association, Board of Management Meeting of February 13, 2017 does now adjourn at 8:30 p.m.

CARRIED

Next Board Meeting: March 13, 2017



Graham Braun, Vice Chair



Adam Cull, Secretary/Treasurer

Addendum to Minutes
New Board Members

That the Galt on the Grand Business Improvement Association has approved Paul Fortune, Joanne Malone and Michael Rederer as new board members effective immediately.

Moved by: Adam Cull
Seconded by: Councillor Monteiro

Carried