



MINUTES

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



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

Regrets: Councilor Frank Monteiro, Joanne Malone

BIA Staff in Attendance: Andrea Stebbings

City Staff in Attendance: 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 March 13, 2017

Moved by: Adam Cull

Seconded by: Graham Braun

THAT the minutes of the Business Improvement Association Board of Management meeting of March 13, 2017 be approved.

CARRIED

Motion to Adopt Financials of February 28, 2017

Adam Cull indicated the revised financial budget report is easier to read and understand. It was agreed the bookkeeper will use the same template going forward.

Moved by: Adam Cull
Seconded by: Graham Braun

THAT the financials of the Business Improvement Association Board of Management meeting of February 28, 2017 be approved.

CARRIED

City Update – Trevor McWilliams

Trevor McWilliams will request that the 50/50 with the city be used as a rebuild of the website. It will be considered a rebranding. The St Clemens Group hired by the City of Cambridge to consult on Cambridge Event Strategy planning. Changes will be made with special events based on the findings of the St Clemens Group. Concerns such as Schedule A and what it actually covers, fairness and transparency and a level playing field for all organizers whether city staff or public was discussed. There will be a total revamp of how events will be run within the city. Trevor McWilliams has reiterated that BIA Minutes & the Agenda must be on our website. Wellington Street construction will begin on April 3 through to approximately June 12. Cleansweep Program has received extra funding to increase work hours from 20 hours per week to 30 hours per week.

Committee Updates

Marketing & Advertising (Paul Fortune) there will be a total rebuild improving the features of the website. A rebranding in which the BIA will use a portion of the 50 /50 funds with the city. It will operational will be less categories and user friendly. A Face Book revamp will feature BIA Proper only such as events and business. Individual business posts will no longer be supported through the BIA Face Book. A marketing and advertising strategy will be unveiled at the Q & A meeting for members to be held March 27th.

Beautification Committee (Andrea Stebbings as per Joanne Malone) – There are 35 banners with 4 designs. “Welcome” will be the first and fifth banner to the series of 5 sets of 7. Banner designs were distributed to board members for review. Further discussion to take place with reference to wording & font.

Close of Meeting

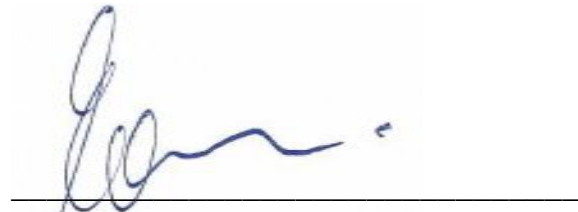
Moved by: Adam Cull

Seconded by: Paul Fortune

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

CARRIED

Next Board Meeting: April 10, 2017

A handwritten signature in blue ink, appearing to read 'Graham Braun', written over a horizontal line.

Graham Braun, Vice Chair

A handwritten signature in blue ink, appearing to read 'Adam Cull', written over a horizontal line.

Adam Cull, Secretary/Treasurer