

ANNUAL GENEREAL MEETING 2012 - DOWNTOWN BIA PORT COLBORNE
Minutes of the meeting

Venue : Port Colborne City Hall – 3rd floor
Date: Feb 8th, 2012

Board Members Present: Bob Porter, Dave Elliot, Mike Hopper, Rosemari Poisson, Kamesh Sundaram, Marty Crowder, Gary Talosi

Absent: Ed Cleveland

BIA Members present: John Mayne (Mayne), Mickey Mayne (Mayne), Gail Todd (Something Else), Larry Boggio (Boggio Pharmacy), Cathy Boggio (Boggio Pharmacy) Wendy Batm (Water's Edge Hairstyling), Lisa Gram (Crew's Quarters) Angie D'Uva (Trip Central), Alfie D'Uva (TripCentral), Mike Allinson (Allinson Family Discount), Midge Butson (Meridian Bank), Claudia Spiteri (Eatly), Tony Spiteri (Eatly), Norbert Gieger (Gieger Denture Clinic)

6.30pm : Call to Order. By Chair Bob Porter

MINUTES OF AGM 2011

The chair welcomed all and reviewed minutes of 2011 Annual General Meeting. The minutes was moved for acceptance by Mike Hopper and Seconded by Rosemari Poisson.

Receipt of audited financial statement for year 2010.

Presented by Rosemari Poisson – Treasurer.

Mickey Maine asked for a breakup on the advertisement and Promotion budget. Motion to accept statement by Mike Hopper, Seconded by Gary Talosi.

Receipt of unaudited statement for 2011- Copy enclosed for reference.

Presented by Rosemari Poisson.

Rosemari Poisson gave a brief explanation about the lines in the budget. Due to the success in conducting events and the response, an increase in advertising, promotion and events has been proposed. In order to increase marketing efforts a part time contract marketing staff has been proposed at an expense of \$15,000. The increased outlay will be paid by tapping into the reserves. A reserve of approximately \$42,000 has been held in account for more than 3 years. As a not for profit organization, and being in a recessive economy, it was proposed that an increase in marketing and promotional efforts will help revive the local market.

Discussion regarding the budget.

Larry Boggio: Asked for Selection Criteria.

Rosemari: Explained that an panel will be constituted to select the person. Experience in marketing, advertisement and promotion activities will be an asset. Person should have experience working with city offices, coordinating projects, motivating volunteers and managing them. There is a possibility to collaborate with Chamber of commerce and Main street BIA to participate in the hiring. This effort is going to be on a trial basis.

Mickey Maine: Said she thinks that the person has to be paid mileage and also should be supplied with a computer.

The person also should present a monthly report, promote downtown shopping, dining, website, maintain a database, distribute promotions and increase business.

BIA is in talks with the city to use the Harbourmaster building for promotional activities and the person could use the place as thier office.

Mr. Tony Spiteri (Eataly) said that he has experience working as a marketing professional for Maple Leaf foods and can volunteer to do the work.

Gary Talosi proposed that a motion be made to approve the budget as presented with the option to move money around to accommodate the marketing efforts. Larry Boggio seconded and motion was carried with all in favor.

Future direction: Mickey Mayne said that there has been a decline in the services made by the city. Sidewalks are not being maintained, a lot of temporary patching work is being done, shopping carts are all over the place including in front of the city hall and shopping bags are covering many parking meters.

Gary Talosi updated that Downtown CIP is being put on hold for the time being due to lack of funds in 2012. The city may be more interested in doing a Eastside CIP than the Downtown CIP.

Dave Elliot – If downtown CIP is taken up, the first work to be done would probably be the drain work in Clarence between Elm and West streets. The traffic could be disrupted for up to a year. Details have not been made available yet.

Adjournment: Mike Hopper moved that the meeting be adjourned. Marty Crowder Seconded it. Meeting came to a close.

This meeting was followed by the BIA monthly meeting.