

Thorold BIA General Membership Meeting

MINUTES

JANUARY 13, 2015

8 AM

THOROLD COMMUNITY CREDIT UNION

TYPE OF MEETING	General Meeting
FACILITATOR	Marsha Coppola, Chairman
MINUTES TAKEN BY	Erica Lanigan
ATTENDEES	Chair Marsha Coppola, Coordinator Erica Lanigan, Councilor Tim Whalen, Councilor Michael Charron, Treasurer Christina Prantera & approx. 12 members
ABSENT	Vice Chair Michael Skrtich

1. CALL TO ORDER

Call to Order at 8:06 am.

2. APPROVAL OF THE MINUTES

ACTION ITEMS	PERSON RESPONSIBLE
George Cottage made a motion to approve the minutes of October 14, 2014. Seconded by Angie Coates. CARRIED.	n/a

DISCUSSION	Welcome everyone. We are the new board. Chairman is Marsha Coppola (owner of Papa Vince and NeVaeh). She's been around for a while in the BIA and has a lot of goals for the next 4 years. Texting or email is the best way to get a hold of her.
	Secretary/Treasurer is Christina Prantera (Tony's Pizzeria). She took over after 29 years of Tony running the place. Mike Charron on City Council. He was re-elected after 4 years not on council. Councilor Tim Whalen and Coordinator Erica Lanigan are returning for another term with the BIA.

3. BUSINESS ARISING FROM THE MINUTES

A) BIKE RACKS AND SPONSORSHIPS

DISCUSSION	Bike racks are ready to go in the spring. They're all in the BIA stores waiting to be installed. There are 22 left to be installed. The ones that were uninstalled are also waiting to be reinstalled. Tim will look into that. Contact the company that installed them in gravel. It should have been in concrete.
	Infrastructure underground between Albert and the post office means we can't get many bike racks installed there. We will take a look near the yellow flower basket.
	We have 18 sponsorships for more than 22 bike racks so there are still sponsorships available. Sponsor's name will appear on bike rack on a small plaque.

	They stay in all year and should not affect snow removal.	
ACTION ITEMS		PERSON RESPONSIBLE
Look into why some bike racks were uninstalled and if they were installed improperly.		Tim Whalen
Add Eric Olesen to Bike Rack Sponsor List		Erica Lanigan

B) BENCHES DOWNTOWN

DISCUSSION	We have 5 benches sponsored @ roughly \$620 each. They will be permanent and spread throughout Front St on the islands. The City is doing benches too and we don't want to buy lots of benches and have the City remove them all due to the master streetscape plan so we're only doing some to get started.
	Benches will have advertising. Placement we're working on. For starters, they go on anchors on the islands. They're made out of metal and are powder coated.
	Members want to know what they look like. Can we get a photo?
ACTION ITEMS	PERSON RESPONSIBLE
Find a photo of what the benches will look like.	Tim Whalen

C) CHARGING UNITS ON LAMP POSTS

DISCUSSION	We've written to the City. We are waiting to hear back. There are 5 charging stations downtown already (3 behind On The Front Cafe and 2 across the street) but are not for public use. There has been talk about putting one behind Tony's Pizzeria. The ones the BIA works to get will be open to the public for use.
ACTION ITEMS	PERSON RESPONSIBLE
Follow up with the City re: our letter.	Tim Whalen

4) FINANCIAL

A) REPORT

DISCUSSION	We have all of our budget left.
ACTION ITEMS	PERSON RESPONSIBLE

B) 2015 BUDGET

DISCUSSION	We have \$40K (we kept it the same from 2014). George Cottage is in favour of increasing the budget again. Erica will email out the budget to everyone for feedback. We'll vote next week. It will also be posted to the website.
ACTION ITEMS	PERSON RESPONSIBLE
Email the budget to all members.	Erica Lanigan
Post budget to the website.	Erica Lanigan

5. NEW BUSINESS

A) SANTA CLAUS PARADE

DISCUSSION	<p>The yellow flower basket being closed from 1pm was hard. No customers or deliveries could get in. In very cold weather, this is terrible for flowers. Other businesses, from one to four had no business.</p> <p>Other stores did very well the day of the parade. Saturday is also great or families and businesses that serve hot beverages.</p> <p>Suggestions: Don't close until 3 or have parade on Sunday. Saturday at 4 or 5 didn't help those people. Having it the weekend of black Friday was tough too. Maybe make it the weekend before?</p>
	<p>A letter should be written to the Santa Parade committee and one to City of Thorold requesting the parade be changed because having the road closed at 1pm is detrimental to sales for downtown businesses. The letter could suggest changing the date (week before black Friday) or any Sunday. Alternately, they could not close Front St at 1pm and close it later. Or, close it at 1pm officially but keep the barriers down until 3 or 4 and put them up then.</p> <p>Alternately, the letter could just mention what did happen and how we think it can better be handled. (Keeping the barricades down until later – 3) or requesting that the North end closure be delayed to 3pm and security be so instructed.</p> <p>Ask them to get back to us.</p>
ACTION ITEMS	PERSON RESPONSIBLE
Diana made a motion to write a letter to the Santa Claus Parade Committee asking them to delay the closure of Front Street to 3pm or 4pm and requesting they get back to us. Seconded by Eric Olesen. CARRIED.	n/a

B) BUSKERFEST

DISCUSSION	<p>We've talked to the City about getting some funding for Buskerfest. A subcommittee will be created for it to plan and be a separate entity from the BIA. We want to apply to the city for funding. This will be supported by the BIA and the city.</p> <p>People were pretty split last year as to the success of the event. Suggestions for this year are to promote yourself and get involved. The weather rained one day. We couldn't control that.</p>
	<p>Alistair will contact the buskers to find out their available dates.</p> <p>Anyone interested in joining the committee? Christina Prantera Marsha Coppola Alistair Terry</p>
ACTION ITEMS	PERSON RESPONSIBLE
Email all the members and see who would like to join the Buskerfest subcommittee.	Erica Lanigan

C) CIGARETTE RECEPTACLES

DISCUSSION	<p>Eric was in downtown St. Catharines and saw attractive receptacles for cigarettes, garbage and recycling. Can we get recycling bins? Are we even ready for them? We could suggest doing it to the whole city and make the downtown the leaders.</p>
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ACTION ITEMS	PERSON RESPONSIBLE
Email a picture of St. Catharines' attractive receptacles.	Eric Olesen

D) CHANGING TIME OF GENERAL MEETINGS

DISCUSSION	We're noticing that few members as well as the same ones all the time are attending the meetings. We would like to try to get more people out and accomodate parents or other businesses that can't make it so early. General meetings used to be at noon. Do we need one every month? Or can we get away with every alternate month? Ask the members. 8am, noon or 5:15pm
	ACTION ITEMS Email all the members and ask when they would like the general meetings.

E) BICYCLE FRIENDLY BUSINESS NETWORK

DISCUSSION	<p>Bea Clark came to discuss the Bicycle Friendly Business Network.</p> <p>This initiative is part of public health and is part of Healthy Living Niagara. The goal is promoting healthy lifestyles and finding the role business can play in attracting more people to their businesses. Lots of business communities are realizing cyclists are important. They're coming as tourists and we're hosting bike events now. Regular people would like the option to walk or cycle to the store. We call these people "everyday cyclists".</p> <p>We're working with 4 communities: Grimsby, Thorold, Welland and Pelham because these four communities have Active Transportation Committees that create awareness and activities for cyclists. All four communities are bicycle friendly and Grimsby, Thorold and Welland are designated bronze while Pelham is designated silver and a walk friendly community.</p> <p>How can businesses attract cyclists? We received some funding to try things out. We are working with Pelham and have meetings with Welland and Grimsby this week and inviting Thorold right now. We will give \$2000 to develop a promotional campaign for the summer.</p> <p>How can Thorold use this to mount a campaign to attract cyclists to our businesses? Other groups are thinking "discount Tuesdays" or something in social media or papers. Maybe a sticker program, bike valet (coat check for your bike)?</p> <p>Looking for interested businesses. (roughly 10) to work with Bea to develop, plan and spend the money. We launch in May or June. There is no real limit. Can last one month or go all summer but must be planned and paid for by end of march.</p> <p>Our job: track the progress. What was the result?</p> <p>Larger plan is to expand to other communities in the future.</p> <p>Plan. Launch. Track.</p> <p>Are you cycle friendly? Do you have washrooms available to cyclists? water available? bike rack? repair kit?</p> <p>Dale will spearhead and visit with or without Bea to interested BIA members.</p> <p>Interested members from this meeting: Angie Coates (Angie O'H Antiques) will get a sign and give water bottles. The Pie Man. Tony's Pizzeria. Eric Olesen (Canal City Cycle) also wants a bike rack.</p>
	ACTION ITEMS
	Email Erica a file to send to members.
	PERSON RESPONSIBLE
	Bea Clark

Email all members to see who is interested in joining the Bicycle Friendly Business Network.	Erica Lanigan
Add Eric to the Bike Rack Sponsorship List.	Erica Lanigan

F) OTHER

DISCUSSION	<p>City Snow Removal - John Bratton The city needs to keep their snow machine off Clairmont and Sullivan (North side). It's tearing up the rock garden at Maletta's and the sod at Baptist Church and leaving some snow which turns to ice. People come out of the pharmacy (Pharma Viva) and the machine is right there. Marsha has mentioned this and will call them again. Send a letter to Council. (Marsha) John Bratton will go to Council to speak to it.</p> <p>Derick with Thorold News was in attendance. He is taking over for Lauren while she is on maternity leave.</p> <p>Angie would like to see a list of all the potential and existing subcommittees the BIA has so that people can view them all and choose which ones to join and be a part of. Erica will get Marsha's list and send it out to all members.</p>
ACTION ITEMS	PERSON RESPONSIBLE
Follow up with the City re: City's snow removal machine.	Marsha Coppola
Send a letter to City Council re: City's snow removal machine.	Marsha Coppola
Go to Council to speak to the issue of the City's snow removal machine.	John Bratton
Eric Olesen made a motion to write a letter to the past members of the BIA board to say thank you for the service and hard work. Seconded by Angie Coates. CARRIED.	n/a
Write a letter to the past members of the BIA board to say thank you for their service and hard work.	Erica Lanigan
Send Erica list of all current and possible subcommittees.	Marsha Coppola
Send Marsha's list of subcommittees out to all members.	Erica Lanigan

6. ADJOURNMENT

Meeting Adjourned at 9:15 am.