

**Downtown Goderich Business Improvement Area  
BIA BOARD OF MANAGEMENT**

**Minutes # 248 – March 12<sup>th</sup> 2024**

Tuesday, March 12<sup>th</sup>, 2024 @ 5:30 p.m.

Goderich, Ontario

Present: Dawn Allen (Co-Chair), Shelley Peet, Steve Bruce, Mary Coultis-Bruce  
Vicky Culbert, John Thompson (Town of Goderich Councillor), Randy Carroll (Town of Goderich  
Councillor), Lynn Beatty (Manager Goderich BIA) and Tracey Bedard (new board member)

Regrets: Anne Ferguson (Co-Chair), Clare Day, Joan Tigert

Guest: Lorraine Fiset (BIA Volunteer)

**1.0 WELCOME,** Co-Chair Dawn Allen welcomes everyone to the meeting.

**2.0 DISCLOSURE OF PECUNIARY INTEREST** None declared.

**3.0 ADOPTION OF MINUTES AND APPROVAL OF AGENDA,**

3.1 Adoption of the Minutes,

Moved by: Steve Bruce

Seconded by: Randy Carroll

That the BIA Board hereby adopt the February 13<sup>th</sup>, 2024 BIA Board Minutes, as presented.

**CARRIED**

**3.2 BUSINESS ARISING FROM THE MINUTES**

none

3.3 Approval of the Agenda,

Moved by: Vicky Culbert

Seconded by: Shelley Peet

The BIA Board hereby accepts the March 12<sup>th</sup> 2024, agenda as amended.

**CARRIED**

**Introduction of** Tracey Bedard, owner of The Mystic Willow on 79 Hamilton St. who is joining as a new board member and Lorraine Fiset (BIA Volunteer).

**4.0 FINANCIAL REPORTS**

Moved by: Vicky Culbert

Seconded by: Steve Bruce

That the BIA Board of Management approve the financial statements for the period ending February 29<sup>th</sup>, 2024.

**CARRIED**

## **5.0 NEW & GENERAL BUSINESS**

5.1 Lynn, the BIA Manager noted she will look into gift cards from local businesses for promotional campaigns.

5.2 The BIA Manager also requested \$100 petty cash for the office.

Moved by: Vicky Culbert

Seconded by: Randy Carrol

That the BIA Board of Management agreed to a \$200 petty cash amount and Lynn, BIA Manager will follow-up with Deanna.

**CARRIED**

5.3 Randy Carroll will follow-up on a facilitator for the Strategic Plan 2025. Also to contacting Huron County Economic Development for a possible facilitator. It was suggested two half day sessions.

## **6.0 COMMITTEE REPORTS**

### **6.1 Beautification**

Shelly reported on the committee looking into butterfly 3d metal art project around the square like the Walkerton Fish Art project. Looking at short-term goals like chalk art murals on the sidewalks, small butterfly metal sculptures to attach to poles, benches – possible sponsorship with individuals, service groups, businesses.

### **6.2 Advertising, Events and Programming**

Dawn reported on the BIA having a table at the Easter Egg hunt March 30<sup>th</sup> at South Plaza from 9am to 11am. As well, The Launch and that the band and Academy has been booked along with Inflatables, carnival games and finalizing all activities around the square. The theme of this year's The Launch is Meet me at the Pav, 1920's to 1970's retrospect with dancing, music and storytelling. Working with other groups and organizations. There is a need for volunteers at 6-10 would be ideal. Discussion followed.

Moved by: Vicky Culbert

Seconded by: Steve Bruce

Motion to request Downtown Goderich BIA become a member of Festivals & Events Ontario and look into what that consists of.

**CARRIED**

### **6.3 Farmers' Market**

Vicky reported on receiving the Terms of Reference for the committee and the next Farmers' Market meeting is March 21<sup>st</sup> at 11am and Lynn noted still receiving vendor applications.

## **7.0 Reports**

### **7.1 BIA Manager**

It was noted that the Team Building workshop had 17 businesses attend and well received by the participants and asked if there will be another workshop. Looking into having another on in the fall.

Lynn mentioned Ben from Exar Studios is asking to partner for The My Main Street Grant AR(Augmented Reality) and the project will focus on the Historic Downtown Goderich, the deadline to submit an application is March 31<sup>st</sup>. The BIA Board agreed to proceed.

### **7.2 Downtown Revitalization Committee Report**

Vicky noted next meeting February 20<sup>th</sup> talking about the presentation and information on the Streetscape report in on the Town of Goderich website under Downtown Revitalization.

## **8.0 CORRESPONDENCE**

none

## **9.0 UNFINISHED BUSINESS**

9.1 Additional signage has been discussed at the Beach that may be placed to help promote Downtown Business. On-going. It was suggested that the BIA have a table down at the beach one day a week for the summer season for promotion of events and businesses downtown.

## **10.0 POSSIBLE CLOSED BIA BOARD MEETING MATTERS**

No closed meeting was held.

## **11.0 NEXT MEETING**

The next meeting will be on Tuesday April 9<sup>th</sup>, 2024 at 5:30pm in the Town of Goderich Town Hall, Menesetung Room both in person and via zoom.

## **12.0 ADJOURNMENT**

### **MOTION to adjourn meeting**

Moved by: Vicky Culbert

Seconded by: Steve Bruce

That the Goderich Business Improvement Area Board of Management hereby adjourn at 6:48pm.

**CARRIED**

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CHAIR, Anne Ferguson

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SECRETARY, Lynn Beatty