

Pickering Village BIA Board Meeting Minutes

April 9, 2013 @ 7:00 p.m.

McEachnie Family Centre - 20 Church Street

Present: Eugene Dupuis (Chair), Brenton Alleyne, Jutta Genova, , Margaret Campbell, Marsha Dooley, Judy Wight, Warren Hurren

Absent: Joanne Dies, Khari Gaynor, Marilyn Crawford,

Guests: Ester Forde, Don Terry (Ajax/Pickering Board of Trade Representative)

Welcome:

E. Dupuis welcomed Don Terry. Mr. Terry is very active in the community and will work with the Events Committee.

Disclosure of Conflict of Interest: None.

Approval of March Minutes:

Paid Secretary for Minutes Amendment:

M. Dooley made a motion to strike from the minutes "*and anything extra to be compensated.*" **Motion Approved.**

A motion made by M. Dooley and seconded by W. Hurren was made to approve the March Minutes: **Motion Approved.**

2013 Annual General Minutes:

March 5, 2013 – PV AGM minutes will be on the next agenda.

Marketing Report: B. Alleyne

E. Dupuis gave congratulations to B. Alleyne for the work done on the Flyer Jacket.

Overview of Purpose:

The Pickering Village BIA serves specific businesses within the Pickering Village Area. It aims to promote the improvement areas as a business, shopping, entertainment, and tourist destination by developing marketing, advertising, and promotional programs.

B. Alleyne's responsibility is to focus attention on the inherent value that is present within the businesses of the Pickering Village; to use our resources, time, manpower, finances, and influence in a strategic fashion to the businesses and ultimately the community of the Pickering Village.

Building the Pickering Village as a Brand

The Brand is the Pickering Village culture. As we build the Pickering Village Brand, people will find assurance in the consistent delivery on the promise at its highest standard. Our brand is everything connected to the village area, from our corporate identity, local businesses/members, and experiences to our offerings. B. Alleyne spoke about a model for building the BIA Brand Awareness (Brand Resonance Pyramid).

Discussion:

- We need to focus on how to strengthen.
- How to bring people out
- Market events
- How do we do with the program
- JAM was a great success
- Development and revamping of website
- Need to look at Pickering Village as a brand itself
- Develop brand and it will grow
- Take to another level
- Vision/Outlook for the Village
- Everyone markets their own business; need to market as a whole, need to sell the entire unit to bring awareness to events going on in the Village.
- Levels to move ourselves forward were suggested by B. Alleyne
- Develop a program
- Performance – what we do around the Village
- Imagery – “how does that look”.
- The more people are formed of what we do
- What are we about
- Objectives:
- Increase/engagement of local businesses (business awareness – engaging rest of community).
- Refine our approach.
- Focus on building culture of Pickering Village..

J. Genova suggested that the next step is to hit the pavement and let people be included.

Summary:

Next step: Action, Shop Local, and create an Action Plan.

Website Updates:

M. Campbell noted that the spelling of one of the names should be “Kalichman.”

- B. Alleyne wants to take the website to show what the hub is.
- Create a marketing program so business can benefit.
- M. Campbell suggests we send out weekly newsletters.
- Looking at short term revisions
- People can see hotspots
- Monthly BIA meetings on calendar
- Add businesses that are not on the register yet (J. Genova will help)
- Change e-mails so people can click and be able to reach Board members; contact information and remove barriers.
- Security issues were discussed.
- Tab to get to members – make attractive as possible
- Events tab – update once a month
- Concern was expressed about the inconsistencies of the website
- Cost is \$240.00 to do each revision
- Suggestion was to move forward with Paul.
- Suggestion was to point out inconsistencies with Brenton and he can go to Paul to fix. Jutta, Marsha and Brenton will meet to update.

Events Report:

Easter Event:

M. Campbell reported that the Easter Event was a great day. Margaret showed the flyer used for advertising the event. A passport system was used and 105 children attended the event along with parents. The budget was \$2,000 for expenses and the event came in under budget at \$1,553.73. Lots of volunteers showed and there was lots of energy. Face painting was fabulous. Margaret thanked all who participated. It was noted that PV BIA logo was not on the flyer but will be included next year.

Shop Local:

M. Campbell thought that this event should be tied in with Silver Screen Sundays. Two weeks versus six weeks and have two packed weekends in September. Discussion followed on a tie in with Farmers Market.

Suggestion was to have ballots for two draws and a grand prize such as a trip valued around \$5,000. If the main prize was more attractive it would bring more people in the door. E. Dupuis felt that last year did not bring people in the door. The Board will brainstorm as how we can be more inclusive. Margaret suggested Village Bucks versus where do you want your money spent. It was noted that winners did spend. The advertising for the program was very strong and should be maintained.

Idea is to bring people in and shop and promote the businesses. Stores and businesses should benefit.

Include as many activities as possible. art exhibit, music in the court, Taste of the village. Etc Consensus was great to have a big draw as major prize and secondary prizes of BIA merchant bucks for local businesses.

It was noted that marketing is involved in the budget.

J. Wight felt that it should be a feature event for every year.

D. Terry suggested that we want people to understand what is special about the Village – opportunities not just around the event and should be year round and members should be supporting each other. Opportunities with the Town. Encouraging people to go to other businesses not just our own eg. Restaurants.

E. Forde talked about Culture Days. Culture Days are across Canada celebrating Arts & Culture. It is in September and could tie in with Pickering Village Days.

M. Campbell proposed starting Village Days from Friday, September 13th weekend to September 22nd.

E Dupuis felt that the Heritage House event got swallowed up with Culture Days when they coincided last year, and would prefer to have his own event.

M. Campbell advised that the VILLAGE DAYS needs to be all planned by the deadline of June 1st.

D. Terry suggested a corn roast activity and have Old Kingston Road blocked off.

Sponsorships funding: Updates by Eugene Dupuis

Proportionally the amount of money we contribute to an event should be proportionate to the number of people attending.

Are we contributing enough for the number of people who go to JAM. Discussion followed by Board members

People who are benefiting from JAM are contributing to the event.

It is important we leverage attendance as much as possible. M. Dooley spoke about the survey done earlier and recommended we support JAM but not put any BIA money into it.

J. Genova would like to see a marketing plan and would like more money going to the locals of Village Days; would like more dollars into the website.

E. Forde is a big fan of JAM and felt that we could use JASS festival to promote further when we have a large population.

Summary:

E. Dupuis asked how can we better leverage. Suggest we revisit on how we can leverage. It doesn't appear to be enough. Defer discussion to the next Board meeting and discuss how JAM can benefit all members (four days tied in with Homeweek – 10,000 people). A JAM representative will have the opportunity to speak at next Board meeting about maximizing benefits for all members.

Homeweek:

Homeweek will run from June 9th to June 16th. Ribbon cutting is scheduled for June 9th. E. Dupuis read a letter from Tom Batchellor (Homeweek Chair) asking if we are interested in placing an ad in the Homeweek Magazine. Board has no interest.

Hermitage Park Picnic:

E. Dupuis asked if there is a benefit to supporting Hermitage Park even though it is outside of Pickering Village BIA boundaries. It was felt that a core of people attend this picnic. This item will be deferred until the two Board Councillors are here. E. Dupuis suggested we entertain supporting the event as we saved \$500 on Easter event; and give \$250 to Hermitage Park and \$250 for Homeweek. Handing out our flyer at both events will benefit us. There is an advantage to supporting both events.

A motion was made by W. Hurren to provide \$250 in sponsorship to Hermitage Park and \$250 to JAM. Seconded by M. Campbell.

Motion did not pass.

Farmers Market:

J. Genova expressed concern about getting three farmers to come to a meeting. E. Dupuis clarified that three farmers did not have to come to a meeting but to express interest. Jutta stated that \$300 for a business plan was turned down at the last meeting. Before investing \$300 we would like three farmers interested.

D. Terry spoke about the Farmers Market at Pickering Nuclear Station that was for employees and other people who came on their bikes. This market ran for one year. Don suggested using the Village Arena or St. Francis Centre area. Saturday is a good day. Don will talk to Durham Farm Fresh. Location is a challenge.

A Motion to approve funding for the Business Plan in the amount of \$300 was made by J. Genova and seconded by B. Alleyne. **Motion was passed.**

Other Business:

Volunteer to Sit on Town Marketing Committee:

B. Alleyne volunteered to sit on the Town Marketing Committee.

National BIA Conference:

E. Dupuis will attend the conference. Eugene asked the Board what they want him to look for while at the conference. He will look for information on biking, Farmers Market and Village Days.

Cyclist Network:

M. Campbell spoke about bike racks throughout the City. The network would be promoted by a lot of people and would be an awareness and good for the Village. This item will be considered and deferred until the next meeting.

New Business Report:

J. Genova gave a report on new businesses in the Village. There is a new video game store in the Bombay plaza. Four places are up for sale.

On-line Marketing

A motion to use the credit of \$1,800 at Metroland against the flyer wrap was made by M. Dooley and seconded by M. Campbell. Motion passed

A motion to close the meeting was made by M. Campbell and seconded by J. Genova.

Carried.

Next Meeting:

Tuesday, May 07, 2013 @ 7:00 p.m.
McEachnie Family Centre

Meeting ended at 9:10 p.m.

Judy Collins
April 12, 2013