

# Pickering Village Business Improvement Area (PVBIA)

## *Meeting Minutes*

**Meeting Date:** March 04, 2014

**Attendees:** Margaret Campbell, Marsha Jones-Dooley, Marilyn Crawford, Judy Wight, Jutta Genova, Don Terry, Warren Hurren, and Khari Gaynor

**Regrets:** Joanne Dies

**Guests:** None

**Conflict of Interest:** None

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- Meeting called to order by Chair, Khari Gaynor at 7:10PM at McEachnie Funeral Home
  - February meeting minutes were approved

### **Finalize 2014 Initiatives & Marketing Budget Allocation**

- Discussion to have breakfast in the Village for Members, date of April 30<sup>th</sup> was discussed.

### **Brainstorm 2014 Strategic Marketing Plan**

- Discussion regarding the purpose of the BIA

### **New Member Update (Jutta)**

- All About Esthetics
- Cupcakes Canada is open
- Bicycle shop where Godiva used to be

### **General Discussion**

- Can Economic Development help in what businesses come into the Village?
- Discussion regarding beautification and signs. – Judy will check with Christy Chrus to see when the Town signs will be done.
- Lighting on Old Kingston Road is dim – Judy will check with Operations regarding the lighting.
- Uniform street signs in the Village

### **Councilor Report (Joanne/Marilyn)**



