

Wiaraton BIA

**February 5, 2025 at 6:00 pm
Municipal Council Chambers**

Agenda

- 1. Call to Order**
- 2. Attendance and Regrets**
- 3. Declaration of Pecuniary Interest and General Nature Thereof**
- 4. Public Notice/ General Announcements**
- 5. Adoption of Minutes**
 - 5.1 Adoption of Minutes-November 6, 2024
- 6. Public Meetings**

None.
- 7. Delegations**

None.
- 8. Reports (New Business)**
 - 8.1 Branding and Marketing Liaison Discussion (C. Hull)
 - 8.2 Spruce the Bruce Grant Application for A-Frame Signs (N. Vascotto)
 - 8.3 Second Phase of Big Dig Update (M. Hepburn)
 - 8.4 Developments/New Businesses – Board to discuss any new or pending ventures
 - 8.5 Budget Year to Date Update – To December 31, 2024 (draft year end)
 - 8.6 Items to Add to Upcoming Agenda
 - 8.7 Chair and Deputy Chair Elections
- 9. Departmental Updates**

9.1 Chamber Update – Board to discuss with Chamber staff/executive any initiatives/business common to both organizations

9.2 Town Staff Update – Staff to provide any update relevant to the BIA business

10. Correspondence

None

11. Matters of Urgency

12. Reports from Committee Members or Local Board Members

13. Upcoming Meetings

13.1 April 2, 2025 at 6:00 pm in the Council Chambers

14. Unfinished Business

14.1 Strategic Planning – Discussion of initiatives and other inclusions (C. Hull, W. Chen and D. Nusko)

14.2 Recycle Bins – Public Works is working on this possibility (C. Hull)

14.3 Snow Removal – Will be discussed again after Council receives report from staff regarding costs and frequency

14.4 BIA Associate Members – Will be considered upon completion of the Strategic Plan (M. Hepburn)

14.5 Banner Project – 2025 research on installation of banners, potential costs, themes, etc. (no budget allocation in 2025)

14.6 Signs – 2025 research on billboard on Town property south of Wiarnton; additional parking directional signage outside of Town (no budget allocation in 2025)

14.7 Radio Advertising Proposal – Discussion of Bayshore Broadcasting proposal from November 6, 2024 (\$5,000 general 2025 budget)

14.8 Find Willie Promotion Details – Emailed November 6, 2024-Awaiting details from Gerrie H for potential 2025 program (no budget allocation in 2025, to be funded from reserves)

14.9 2025 Remaining Budget Projects – Online advertising (\$6,000), summer

holiday weekend radio advertising and sign south of Town (\$3,000), Christmas advertising (\$2,000), radio general advertising (\$5,000), public art collaboration (\$2,000), Saturday afternoon entertainment in the Parkette (\$4,000), flower baskets and fertilizer (\$3,510), parkette flowers (\$432), Cenotaph flowers (\$500), Christmas tree decorations (\$300), tree well bulbs (\$2,000)

15. Closed Session

Not required

16. Adjournment