

## **Wiaraton BIA**

**April 2, 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-February 5, 2025
- 6. Public Meetings**

None.
- 7. Delegations**

None.
- 8. Reports (New Business)**
  - 8.1 Spruce the Bruce Grant Application for A-Frame Signs (N. Vascotto)
  - 8.2 Second Phase of Big Dig Update (M. Hepburn)
  - 8.3 Town Hall Design (C. Hull)
  - 8.4 Home Show Booth Consideration (D. Nusko)
  - 8.5 Shop Local Initiative – Board to discuss a potential campaign and Bruce County campaign
  - 8.6 Funding Request, Deep Water Gallery – Board to consider request from Joe Vanderzand
  - 8.7 Developments/New Businesses – Board to discuss any new or pending ventures

8.8 Budget Year to Date Update – To March 24, 2025 (note-2025 spending not yet journalized)

8.9 Items to Add to Upcoming Agenda

**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 May 7, 2025 at 6:00 pm in the Council Chambers

**14. Unfinished Business**

14.1 Strategic Planning – Gather history, market data and plan a public feedback event prior to finalization of plan (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 Find Willie Promotion Details – Plan provided by Gerrie H for potential 2025 program (no budget allocation in 2025, to be funded from reserves)
- 14.8 Branding and Marketing Liaison Discussion – Members to bring marketing ideas for discussion, consideration of proposal from N. Vascotto
- 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**