



## Minutes BBIA Board

March 8, 2018 at 7:00 PM at Royal LePage

Hope McFall was invited to make a presentation

Blair McIsaac called to offer some suggestions to the BBIA and was invited to attend the meeting.

Wayne Wiggins & Mary Kavanagh to attend as WWW committee members,

Present: Dave Rattle, Lynn Haines, Fabian Yantha, Tracy McGibbon, Mary Kavanagh & EO Jody Didier; Guests: Blair McIsaac & Hope McFall; Regrets: Shannon O'Keefe & Wayne Wiggins.

*Hope McFall made a presentation to the board about advertising in the Country Roads Magazine. The next deadline is Wednesday of next week & the one after that is for late March with an early June release date. The magazine has a 95% pick up rate of about 15, 0000 copies printed. A small ad for WWW would be \$245 per issue for about a 1/9 of a page sized ad. The board discussed advertising WWW in both additions... but no decision was made.*

1. Call to Order The meeting was called to order at 7:30 p.m.
2. Additions to the agenda: none
3. Approval of Agenda

**Motion to approve the agenda as presented MB: FY SB: LH carried**

4. Disclosure of Pecuniary Interest :None noted
5. Adoption of Previous Minutes

**Motion to approve the minutes of the Feb 1. 2018 minutes as presented.**

**MB: FY SB: LH carried**

### 6. E.O.'s Report & Communications

Email from Mayor on February 5<sup>th</sup>:

1. go ahead to plan using the lot as WWW HUB, but keep a contingency plan in mind
2. will provide information with regard to the seasonal & pop-up businesses
3. sandwich sign laws need to be revisited because "The original sign Bylaw was much more liberal and I would like to go back this way and yes, everyone should play by the same rules."

In other correspondence, the mayor responded to our query about Provincial Main Street Revitalization funds (BBIA interested in knowing how these funds would be utilized and also noting that it was to see "Limerick" is to receive \$36K to improve a main street that does not exist. Carlow-Mayo, Tudor and Cashel and Faraday are

also questionable in as far as having main streets and the BBIA feels, in fact, that Bancroft is the main street to those communities.

The mayor replied: he has a tentative idea for using the funds that he hasn't yet taken to council. He agreed- no idea why Limerick and Faraday will get almost the same as us.

Fabian and I attended the FEO conference in Hamilton for four days last week. While OHTO had paid the registration costs of about \$1198 , upon arrival we discovered this didn't include all meals or the cost for all workshop sessions. Keeping in mind the allocation of about \$1200 for conference expenses, we absorbed some of the costs and cut our stay short by one evening in order to prevent going too far over budget, so we missed the big gala. We used to governments suggested rate for mileage and submitted net receipts for about \$1282 in expenses. We did find the experience informative and took away some valuable ideas and had great networking opportunities.

Today I got an email from the CTM Media Group who I spoke to at the conference, they handle the travel kiosks with digital touch screens. You can have a look at their video

<http://www.etractions.com/exploreboard.html5/index.html?loc=12680#profile/10633>

Rack cards in their community information centres: \$175 for one drop, \$300 for 2, \$425 for 3 @ 550 per drop with discounts on buying multiple zones.

Ontario Travel Centres: 3 months \$1125, 6 months 1995, 12 months \$3600 (rack cards/brochures required 450/month

They recommend the Explore Ontario Map for us...builds awareness through the province and into the US with 100,000 copies annually distributed. WE DO NOT HAVE TIME TO PONDER THIS: DEADLINE IS SOON

Half panel for 6 months: \$895, 12 months is \$1500

Full pane for 6 months is \$1500, 12 months is \$2200

Touch Screens for Ontario: 3 months \$675 and 6 months \$1195 and 12 months for \$1995

This board discussed this as something that might be something considered as a cooperative project with other committees such as tourism & economic development, etc.

I was contacted by Sarah Sorbanski on March 2<sup>nd</sup> for a comment on Federal Budget changes... I informed her that it wasn't appropriate for us to comment on Federal decisions as we are an arm of government. I suggested she might approach the Chamber of Commerce. Sarah contacted me again a week later, asking me to address it the Federal Budget in an op/ed submission (I declined and wrote about another topic and submitted it).

Sarah contacted me yesterday to make a comment on our successful Celebrate Ontario grant application for WWW... which took me aback as I have not had any notice that it was successful... it has, however, been published by the government, and I wasn't even sure the Town had been officially notified.

With respect to our ongoing efforts to create a comprehensive list of BBIA members, I have been working on creating a binder of every commercial building & an accessible format for tracking member contact information and have noted several errors in the MPAC database. I have provided copies of the curious reports to councillor Kavanagh and Mayor Jenkins.

I have put a call out to OBIAA to see if they charge B&Bs and apartment buildings the levy.... so far mixed information coming back, however the BIAs who are not charging to those entities are now revisiting.

BBIA Bylaws state:

## **1. Membership**

**204.4)** *Members of an improvement area consist of persons who are assessed, on the last returned assessment roll, with respect to rateable property in the area that is in a prescribed business property class and tenants of such property. 2001, c. 25, s. 204 (4).*

In addition to those persons assessed on the last returned assessment roll, membership will be granted to recent purchasers and tenants of property in the area that is in business property class, but not assessed on the last returned assessment roll, provided that they produce evidence of ownership or tenancy considered satisfactory in the opinion of the Town Clerk.

We will look to Town staff/council to provide the definition of "Business Property Class" and guidance as to the process to include these income producing properties.

Cathy Trimble of NHEDC has expressed disappointment that no BBIA board representative attended the cycling seminar. I have advised she and Michael McCreesh of Ontario by Bike that, although the board doesn't see the benefit of BBIA board involvement, we are happy to disseminate information to our members

I participated in a 90 minute webinar with Destinations Ontario about International Travel Marketing & Destination Readiness, it was a good refresher for me.

There is a Travel Ontario Workshop being held on March 27<sup>th</sup> with OHTO in Bancroft that I will attend.

I have been invited to be part of a focus group to determine the Highest and Best use of Bancroft's Community Airport, however the chair advises that it would be redundant for me to attend.

I haven't been able to coordinate a meeting with Town Works with regard to our task calendar yet, but I have conveyed the information by email to them and it is pretty straightforward and similar to previous years:

### **2018 WORK SCHEDULE FOR BBIA**

#### January

*Remove Christmas Décor to storage*

#### February-March

*Remove any worn out banners on display (ie/Canadian Flags)*

*Provide BBIA with a count of the number of remaining Canadian Flag Banners.*

#### April

*Install new street banners on Hastings, staggered between Bridge & Station Streets (There are 4 Come Wander, 6 WWW and 12 Welcome being made & delivered by Jeff Logan )*

*Install Canada Flag banners (if any remaining in good condition) on Sherbourne, Bridge West & 62 (Hastings) North*

*Install Quilt Block Pattern sign (and label sign) in soily section of corner of John/Hastings by the Chinese restaurant's parking arrow sign: It is understood that this may have to be deferred to May due to frost.*

#### May

*Locate flower barrels and touch up black paint if required, empty part of soil*

*Prepare bridge basket hangers*

*Locate large WWW signs for BBIA to arrange date changes*

#### June

*Install WWW signs with date changes*

*Receive Flower order & coordinate time for planting*

*Distribute flower barrels throughout ward 1 once planted, along with benches*

*Hang bridge flower boxes & hanging pots*

*Meet with WWW organizers to discuss logistics*

July

*Daily watering & fertilizing of flowers*

*WWW July 6, 7, 8<sup>th</sup>*

*July 1 Deliver r2d2's to Block 68 for Midway*

*Event set up Friday July 6*

- picnic tables
- garbage receptacles
- barricades
- hydro installation
- water set up

*Road closure Friday night for Cruisers*

*Road closure Saturday night for Rat Rods/Hot Rods*

*Road closure Sunday afternoon for Motorcycles*

*Event take down July 8 after 5 p.m.*

*Remove WWW signs after the event*

August

*Daily watering & fertilizing of flowers*

September

*Daily watering/fertilizing of flowers (keep them up as long as they look decent)*

October

*Remove seasonal (spring/summer) banners as you install Veteran Banners*

November

*Remove Veteran Banners after the 11<sup>th</sup>*

*Assist Christmas Committee (Bruce Keller et al) with installation of Christmas decor*

December

**Motion to approve the E.O.s report.**

**MB: FY SB: T. McG. Carried**

**Motion to approve the following payments to Jody Didier:**

- Cheques #179 for \$869.87 and #181 for \$485.35 covering most 2018 FEO conference expenses payable to Jody Didier (as per budget);
- \$3390.00 now outstanding (from the WWW budget) for preliminary rally research & grant applications;
- \$1390 to create and produce introductory partners' packages, etc.

**MB: LH SB: T.McG Carried**

**7. Treasurer's Report**

Current financial status, missed 2017 invoices and 2018 expenditures were provided to the Board.

BBIA is still waiting to hear from the Town Treasurer so that we can sort out HST input tax credit money that hasn't been reconciled back to the BBIA since at least 2015, and to determine the who and when of HST reporting.

Also waiting for clarification on how he wants BBIA to report accounting. He gave us some Excel spread sheets but hasn't yet given us internal account numbers or instructions of how

he wanted us to record income & expenditures or when & how to report back to him. In the meantime, we are keeping an excel sheet with a cheque register and we are doing a breakout of HST and expenses (the way we generally record our banking and have demonstrated previously). We have been undertaking regular bank reconciliations in the same manner that Town was doing them.

## **Motion to approve the Treasurer's Report. MB:LH SB:TMcG carried**

### **8. Committees**

Banners/Signage: Logiebear is working on new banners as approved.

Landscaping, Gateway Gardens, Flowers Deb Moxam will be attending to gateway gardens in spring.

WWW: J Didier/F Yantha :

*1/Al Torrance booked for lighting & sound*

*2/Mike Bossio has been invited to opening.*

*3/Bush Pilot Brewing Co (Hastings County- Combermere) to organize & host a Beer Garden (Whitewater Brewing Co from Cobden in backup if Bush Pilot is unable) Note: York River Brewery was too busy*

*5/ Initial application for RCAF flypast & static display submitted and request for support docs sent to town*

*6/ Request has been sent to Hazel Lambe for instructions on how to secure a Hydration Station*

*7/ Request has been sent through Economic Development Committee for all parks & parking lots to be reserved for BBIA for July 6, 7 & 8th weekend and for road closures & financial support*

*8/ Ongoing dialogue with OHTO for support with marketing WWW & rally- it will be a funds matching arrangement*

*9/ Re-vamped sponsorship opportunities*

*10/Have contacted prior sponsors & made a list of potential new sponsors*

*11/ Have confirmed Cruisers are doing Friday night show, BCT is doing races (under new branding) and the Airport is doing Fly-In breakfast on Sunday. Waiting for confirmation that Knights of Columbus are doing the Soap Box Derby on Saturday.*

*12/ Have contracted Homeniuk Rides for midway*

*13/Created WWW sponsor invoice (will be sending them shortly to confirmed sponsors)*

*14/ Studied other organizations release forms, drafted one for rally and forwarded to Hazel for Town solicitor's approval... she has passed it on to Town's insurers., instead*

*15/ Have been negotiating with performers for booking (higher end performers and a broader variety are part of the grant applications, along with enhanced services and further reach of marketing)*

*16/ Created a logistics protocol form*

*17/ Negotiating with performers*

*18/ Rally route proposed*

Christmas: B Kellar et al- Mary Kavanagh provided an update saying that Bruce et al are busy planning.

Décor other than Christmas Committee: T. McGibbon no report

Christmas in November: Jody to check with Lynn Neuman to see if she will continue.

Bylaws: The board discussed the possibility of having

### **9. Other Business**

*Blair McIsaac asked the board if we could encourage businesses to paint and clean up their store fronts and suggested bright colours like the towns on Canada's east coast. The board explained the design project, the zero % CFDC 10 year amortization loan arrangements & how property standards are the council's responsibility. Blair also mentioned that, last summer, he was with family in Millennium Park and found 3 used syringes. The board explained that the town was aware of the issues and that Charles*

*Mullet is the chair of the Community Safety & Well-Being committee that is working with other groups, including the OPP, to address these concerns.*

10. New Business

Jody Didier, Fabian Yantha Blair McIsaac, & Mary Kavanagh were asked to leave the meeting at this time, so the board could discuss the E.O.s

Contract. After the discussion Jody Didier & Fabian Yantha were invited to rejoin the meeting.

11. Next Meeting Date & Adjournment

April 5, 2018

Motion to adjourn: MB:T McG. SB: L.H.

Outstanding Items for follow up:

-Follow up with Town: Status of Celebrate Ontario Grant
Follow up with Town Treasurer: -HST reporting/returns - is our method of bookkeeping okay? - a schedule of levy fund injections to BBIA account
-Follow up with Mayor regarding Sandwich Sign Regulations
-Follow up with Mayor regarding Rules for Pop Up & Seasonal Business
-Follow up with Town Treasurer: How are we charged for students? How much & when?

**-Follow up for WWW Festival: permission to use Mr. Hawley's Lot, use of old BBIA office at 68, road closures, parks/parking lots reserved, financial support, Hydration Station**

To ensure that electrical outlets on hydro poles in parking lot at 68 block and water taps will be live for July 2<sup>nd</sup> as Homeniuk arrives to begin assembling midway.

Is Town aware that hydro poles with outlets tie to meter in the building and that campers park overnight and plug into those poles?

- **Follow up with Town about request for use of space to meet at train station/town offices**

- **Follow up with town for permission to place a storage container at town works dept.**

- **Re: Mosaic Art Pieces: Installation at Millennium Park cancelled due to safety concerns due to weight and potential danger in winds and weather. A building wall would be best suited for installation. Follow up to ensure this has been communicated to Arts Community.**

- **BBIA hopes to get white lights on trees in town, all year round, send letter to Town to request financial contribution toward this initiative.**

- **Noted to Mayor: that the regular blue/white street signs that demarcated "Churchill Park" were changed to black and white (to echo the other park signage) and installation of a large sign was deferred, pending an appropriate tribute to the Sparrow Family**

-Noted to Mayor: the BBIA has been reluctant to raise the levy due to the struggle for viability experienced by many merchants & businesses. In the last 3 years, the BBIA has reduced administrative expenses and eliminated some programs (ie/no longer provide flower barrels to individual businesses as this service competes with member businesses & it isn't part of the BBIA mandate to beautify private sector). The BBIA has developed a regular schedule of programs & activities that is sustainable within current budget

# **RIVERSIDE PARK**

The board has enjoyed a great deal of positive feedback for the simple, sophisticated & easy-to-read design. Seniors especially appreciate the signage. The BBIA board ensured that it met AODA requirements.

## Wayfinding: The growth of accessibility signage in Canada

March 26, 2015



*Photos courtesy Nova Polymers*

### **By Mike Santos**

While there has been relatively little action taken in Canada in recent years with regard to disability codes affecting signage at either the federal or provincial levels, a specialized industry has nonetheless emerged, with sign fabricators developing best practices based on both Canadian standards and the *Americans With Disabilities Act (ADA)* from the U.S., which affects room identification (ID) and wayfinding signage.

### **AODA**

In Ontario, the *Accessibility for Ontarians with Disabilities Act (AODA)* was passed in 2005 to address the need to remove barriers for the disabled in built environments. Under AODA, a formal sign standard was proposed in 2010 and adopted in June 2011, with the goal of making the province fully accessible by 2025. This standard is a simplified version of sections of the International Building Code (IBC). Many sign companies in Canada have used IDC and ADA to address other areas, including contrast levels and tactile letter standards.

BBIA

International Code Council (ICC). In fact, as various states gravitated to higher standards, they became common industry practices before ADA was even adopted at the federal level.



Some sign companies now specialize in producing wayfinding and room identification accessibility signage for entire facilities.

#### **Treasury Board and FIP**

Outside of direct codes, other guidelines have had a major influence in Canada. The Treasury Board, which is responsible for regulations concerning its fellow federal government agencies, requires tactile signs in all federal government buildings, whether owned or leased. Specifically, the board's manual says tactile signs must be used for washrooms, emergency exits, elevators, stairwells and doors off main corridors.

BBIA Apprc