



**Main Street BIA Board of Management
Meeting Highlights
Thursday, January 7, 2016 from 8 – 9 am**

Business Arising

Board of Management Vacancy: if any member is interested in serving the BIA, please contact the Department of Economic Development and Tourism at 834-6500 x 703 or email bia@mainstreetcbs.ca.

Main Street Entrance Signage at Manuels River: the Board reviewed a draft concept and indicated their preference for a simple design which should be illuminated at night (if possible).

Email Updates: will be sent to BIA members following each Main Street Board meeting. The information will also be posted to the Main Street website and promoted through its social media accounts.

Energy Efficiency Programming: incentives for businesses to become more energy efficient are available through the TakeCHARGE program. For more information, please visit www.takechargenl.ca/business/.

Meeting with Town CAO: the Main Street BIA Transportation Subcommittee will meet with the Town's CAO in early February to discuss ongoing issues regarding ownership of Route 60.

Façade Improvement Program

Scott Cluney, Executive Director of Downtown St. Johns, attended the meeting to provide information about their highly successful Façade Improvement Program.

As implemented by Downtown St. John's, this competitive program offers maximum grants of \$3,000 (\$4,000 for a corner lot) on a 50/50 cost-shared basis for businesses to improve the exterior façade of their building. Businesses applying to the program need to be in good standing with the BIA and supply a tax letter from the municipality stating they have \$0 tax balance.

The Main Street Board of Management are considering implementing a similar program for commercial businesses located within the BIA, and the program will be discussed in more detail at the February meeting.

Date of Next Meeting

February 4, 2016

The Conception Bay South Main Street Business Improvement Area Regulation was adopted by Council on December 16, 2014. A levy of 10% of a business' assessed business tax is applied to businesses operating within the Business Improvement Area (BIA).

The Main Street BIA Board of Management meets on a monthly basis to discuss issues relevant to the Town of Conception Bay South's Main Street district, which encompasses the region between the Manuels River bridge, up to (but not including) Terminal Road, and the area between the T'Railway to the south and the coastline in the north.

The Board also seeks to advance the goals and objectives set out in the Main Street Improvement Plan, which it refined during its Strategic Planning Session in April 2015.

The Plan recommends strategies to improve Main Street branding, the pedestrian realm, wayfinding and signage, vehicular circulation, streetscaping, development character, and business organization.