



Main Street BIA Board of Management Meeting Highlights Wednesday, March 8, 2017

Business Arising

Board of Management Vacancy: if a member of the BIA is interested in serving on the Board, please call 834-6500 x 703 or email bia@mainstreetcbs.ca.

Awareness Day: the BIA Board will soon connect with all Main Street businesses one-on-one in an effort to raise the profile of the BIA and to promote the many benefits of being a member. A promotional feature is planned for the Shoreline in late March!

Harbour Plaza Development Plan: the Board determined that additional information was required to make an informed decision about the location of the parking lot. With an expanded scope of work, the consultant can provide a concept and engineering analysis of the new parking area. A revised scope of work will be reviewed and considered by the Board.

Budget 2017: levy amounts are not yet available for 2017, but to help move the discussion forward, the 2016 budget will be circulated to the Board via email for review as the total levy amounts are not expected to change significantly. Potential considerations include continuation of the T'Railway Loop, signage, Façade Improvement Program, and the BIA Awareness Campaign.

Signage at Manuels River: a draft concept was discussed, and feedback was positive. No specifics regarding dimensions or costs were given for the draft, so they will be requested from the Grand Concourse Authority.

T'Railway Advertising: concepts outlined in the T'Railway Development Plan will be circulated to the Board for review.

Additional Items

Special Events: once infrastructure projects are underway, effort needs to be made to attract events to the Main Street area. These events or activities should aim to bring people into the community and could include road races, snowshoe treks, and triathlons, as well as other seasonal events.

Promotion: promotional shopping bags have been used with great success in other jurisdictions. The Main Street BIA have been provided with examples used in other areas. In one example, business names were printed on a reusable shopping bag for a fee, and patrons were given the bags in the hopes they would reuse them and help create brand awareness.

3 Hour Challenge: the Main Street BIA will be a sponsor of the 2017 3 Hour Challenge.

Next Meeting

April 5, 2017 at 8:00 am (Manuels Boardroom, Town Hall).

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.