



## Main Street BIA Board of Management Meeting Highlights Wednesday, April 5, 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](mailto:bia@mainstreetcbs.ca).

**Awareness Day:** the layout and design of the centre-spread is being finalized and will be published in the April 13 edition of The Shoreline.

**Harbour Plaza Development Plan:** a Revised Scope of Work and associated costs were provided by the consultant for review by the Board. The additional work is necessary in order to make an informed decision, so additional funding will be requested from existing project partners to help offset the increased costs.

**Budget 2017:** the Board approved the budget for 2017 as attached; as per Section 14(a) of the BIA Regulations, it will be brought forward for approval at the public Council meeting on May 2.

**Signage at Manuels River:** representatives from the BIA, Manuels River and the GCA met to discuss the potential for sharing a gateway sign at the former chalet parking lot. Based on ideas discussed, a revised concept and budget quote from the graphic designer is pending.

**T'Railway Sponsorship Signage:** Changes to existing Signage Regulations as they pertain to offsite advertising may be forthcoming, pending a review by the Province. A copy of the existing municipal Signage Regulations was provided regarding sponsorship on Town-owned property, as per discussion at the last Board meeting.

### **Additional Items**

**Promotion and Special Events:** various ideas were discussed that could bring new people and revenue into the downtown core.

**3 Hour Challenge:** the Main Street BIA will be a sponsor of the 2017 3 Hour Challenge, which will be held on June 10.

### **New Business**

**Route 60 Next Steps:** discussion took place regarding the ongoing issue of undeveloped lots along Route 60 that cannot be developed due to current regulatory issues. It is a significant concern because businesses want to locate along Main Street but can't. The BIA needs to confirm specifically what is stopping the development from proceeding. Ideally, the Town would be granted management of the access points. The Transportation Subcommittee will reconvene to get the conversation moving again.

### **Next Meeting**

May 4, 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.*

<b>Main Street BIA Budget</b>	<b>2017 Budget</b>	<b>Explanation</b>
Administration	\$ 3,000.00	Recurring fees such as banking, postage, accounting and auditing, etc.; office supplies such as letterhead, envelopes, etc.
Communications and Public Relations	\$ 7,500.00	Annual Main Street Business Breakfast for BIA members; other events as identified by the Board of Management; communication to BIA members, residents, and other businesses in Conception Bay South (ie. Shoreline campaign).
Harbour Plaza Development Plan	\$ 6,000.00	Assist with costs associated with the development of the Harbour Plaza Development Plan as required by federal and provincial funding agencies.
T'Railway Loop (Phase II)	\$ 70,000.00	Assist with costs associated with the completion of the T'Railway Loop.
Manuels River Entrance Signage	\$ 15,000.00	Design, fabrication, and installation of a Main Street gateway sign at Manuels River.
Marketing and Promotions Initiatives	\$ 7,500.00	Promotional items and collateral such as window decals and stickers, maps, brochures, "Shop Local" campaign, etc.
Façade Improvement Program	\$ 10,000.00	Programming to assist member businesses improve the exterior of their business locations.
	<b>Total</b>	
	\$ 119,000.00	
<b>Leverage Opportunities</b>	<b>\$ 13,899.98</b>	To assist with funding future projects.
<b>2017 Project Financing</b>		
NLCU Bank Account	\$ 51,420.42	
2016 BIA Levy (4)	\$ 2,284.62	
2017 BIA Levy (1)	\$ 48,906.73	
2017 BIA Levy (Outstanding)	\$ 30,288.21	
	<b>Total</b>	
	\$ 132,899.98	