



Main Street BIA Board of Management Meeting Highlights Wednesday, May 10, 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.

Collaboration with Town: the Director of Recreation and Leisure Services was in attendance to provide an overview of the many partnership and sponsorship opportunities that exist for the BIA (and all businesses) to participate in Town events throughout the year (Soiree, Winterfest, family skates/swims, 3 Hour Challenge, etc.).

The annual pool shutdown will happen mid-August and a doggy swim is being planned to coincide with this event. The BIA was invited to co-host the activity and additional details will be determined in the coming weeks.

BIA Awareness Campaign: the centrefold ad in the April 13 edition of the Shoreline was well received. A door-to-door campaign will aim to connect with all member businesses on June 1 (immediately following the Board meeting). Information packages containing important BIA information will be distributed at this time.

Transportation Subcommittee: a general discussion determined that the subcommittee would write a letter to the Town in support of their ongoing discussions with the Department of Transportation and Works on matters relating to Route 60; the CBA Chamber will also write a letter to the Town supporting these efforts.

3 Hour Challenge: the community cleanup will take place on Saturday, June 10. The BIA is supporting the event at a cost of \$250, and a group photo of participating BIA member businesses will be organized that morning.

New Business

Façade Improvement Program: program materials were reviewed and approved for launch immediately following the Board meeting (attached). The deadline for the first round of applications is June 15.

Development at Kitty Ades Turn: the Chair summarized the proposed development of a 60,000 sq. ft. assisted living complex for seniors, which is still in the application stage. It was previously determined that the lot was not appropriate for commercial development.

CBS Commons: a brief overview was provided of the new business suites located in the upper level of Villa Nova Plaza, which contains 22 independent offices with shared services such as kitchen, boardroom, and photocopier. A grand opening is scheduled for May 29.

T'Railway Loop (Phase II): a formal quote for engineering drawings is expected in the coming days, however the status of the installation of traffic lights at Tobins Road needs to be considered prior to construction. Concerns were expressed about accessibility at Tobins Road and at Manuels River.

Next Meeting

June 1, 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.