



Main Street BIA Board of Management Meeting Highlights Thursday, October 19, 2017

Business Arising

BIA Member Breakfast: was held on September 20 at the Manuels River Hibernia Interpretation Centre. Approximately 50 people attended the event, which featured an overview of BIA activities to date.

BIA Awareness Campaign: is an ongoing initiative and Board Members will continue their efforts to visit all member businesses.

Signage at Manuels River: the sign has been ordered but delivery has been delayed.

Harbour Plaza: documentation to confirm additional funding has been received from ACOA and similar documents from the province are expected soon. The project completion date has been extended to March 2018. The consultant will be invited to attend the next meeting to provide a more detailed status update.

T'Railway Loop (Phase II): the project will commence upon approval from the Town and the completion of groundwork at an active construction site along the route.

BIA Signature Event: the development of a signature event to draw people into downtown is a priority. Board members were asked to brainstorm potential activities for the next meeting and a sub-committee will be formed to help advance these ideas. Member businesses are invited to submit ideas via bia@mainstreetcbs.ca or via social media.

New Business

Bright Business Luncheon: the 6th Annual Bright Business Awards Luncheon will take place on October 20 at the Manuels River Hibernia Interpretation Centre.

OZFM Radio Opportunity: an unsolicited proposal was brought to the CBA Chamber of Commerce and Main Street. The goal of a campaign would be to simply raise awareness of both entities. The Economic Development Coordinator will investigate alternative options, including cost and logistics for an on-site all-day live hit from various local radio stations.

Board Election: as per the Main Street BIA Regulations, a Board election will take place under the guidance of the Town Clerk. In order to be considered, interested persons must sign nomination papers at the Town Hall stating their intent to run for a Board position. Five positions are available. A formal call for nominations will be issued during the week of October 23-27 and if necessary, an election will be held before December 15.

Next Meeting

Thursday, November 2, 2017 at 8:00 am.

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.