



## Main Street BIA Board of Management Meeting Highlights Thursday, November 16, 2017

### Business Arising

**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 installed and options for the installation of ground lighting are being explored.

**Harbour Plaza:** The consultant attended the meeting to provide a detailed update and the status of the project with regulatory agencies.

The project completion date has been extended to March 2018.

**T'Railway Loop (Phase II):** groundwork at an active construction site along the route has not been completed and a recommendation has been made to postpone construction until.

Engineered drawings for Phase III (Coffee Creek Place to Talcville Road) will be prepared during the winter

**Board Election:** as per the Main Street BIA Regulations, a formal call for nominations has been issued to fill five positions; the nomination deadline is November 24. If necessary, an election will be held before December 15.

### New Business

**Advertising Opportunity (School Spirit Promotions):** a social media promotions contest is being proposed for the Northeast Avalon for early 2018. It will offer advertising opportunities to local businesses to engage social media users and allow them to accumulate points based on their patronage.

Points will be allocated to a school of their choosing that has registered in the program, with a winning school selected each week. Advertisers can use the opportunity to promote upcoming programs, events, or special promotions, which would be driven by a promotional app.

### Next Meeting

Thursday, December 7, 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.*