



Main Street BIA Board of Management Meeting Highlights Thursday, February 1, 2018

Business Arising

Election of Executive Officers: the procedure to elect Board members to the Executive on an annual basis was formalized and adopted. Following a call for nominations for the Executive, the following positions were designated:

- Christine Hand (Home Hardware), Chair
- Darin Steeves (Dawe's Plumbing and Heating), Vice-Chair
- Rhonda Nugent (The Co-operators), Secretary/Treasurer

Harbour Plaza: regular correspondence is taking place between federal regulatory agencies and the consultant. The project end-date remains March 31, but an extension may be required pending the status of approvals.

BIA Awareness Campaign: all Board members are ambassadors for the Association and efforts to increase awareness about the BIA are ongoing. Additional promotional and event opportunities are being explored, and Main Street is a Gold Sponsor for the Town's upcoming Winterfest festival.

New Business

CBA Chamber Membership: Board members were reminded that they are required to be members of the CBA Chamber of Commerce to hold a seat on the Board.

All members of the CBA Chamber of Commerce can avail of the Town's \$100 discount on their business taxes if they pay their membership in full by February 28. For more information about the Chamber, please call 834-5670, email info@cbachamber.com or visit www.cbachamber.com.

Budget 2018: A draft budget was circulated for review prior to the meeting; a few minor edits were made and the attached budget was approved by the BIA Board of Management.

Next Meeting

Thursday, March 1, 2018 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.

Main Street BIA Budget	2018 Budget	Explanation
Administration	\$ 4,000.00	Recurring fees such as banking, postage, accounting and auditing, etc.; office supplies such as letterhead, envelopes, etc.
Communications and Public Relations	\$ 5,000.00	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 (i.e. Shoreline campaign).
Harbour Plaza Concept Plan	\$ 6,000.00	Development of concept and detailed design drawings.
Harbour Plaza Implementation	\$ 20,000.00	Contribution towards costs associated with construction.
T-Railway Loop	\$ 117,500.00	Detailed drawings for Phase III (\$9,500) and construction costs for Phase II and III.
Manuels River Entrance Signage	\$ 2,500.00	Potential modifications to enhance the Main Street sign at Manuels River.
Marketing and Promotions Initiatives	\$ 4,000.00	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.
	Total	
	\$ 169,000.00	
Leverage Opportunities	\$ 3,808.77	To assist with funding future projects.
2018 Project Financing		
NLCU Bank Account	\$ 67,520.56	
2017 BIA Levy (Approximate Outstanding)	\$ 30,288.21	
2018 BIA Levy (Estimated)	\$ 75,000.00	
	Total	
	\$ 172,808.77	