



# **Uptown Leamington BIA Executive Committee Meeting Minutes**

Wednesday, January 17, 2024, at 8:00 AM  
West End Boardroom, Room 112  
111 Erie Street North, Leamington

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Present: Chad Robinson, Chair  
Chad Riley, Vice Chair

Renee Daudlin-Iacobelli, Treasurer  
Michelle Fortier, Secretary

Staff: Abbie Marchildon, Council Services Assistant  
Nicole Mastronardi, BIA Coordinator

## **Call to Order**

The Chair called the meeting to order at 8:04 AM.

## **Disclosures of Pecuniary Interest and General Nature Thereof**

None.

## **Matters for Consideration**

### 3.1 Attracting New Board Member(s)

Mr. Robinson noted that no new applications for the vacant board member seat have been received. Mr. Robinson further stated that the BIA Board of Management may want to consider making the BIA more accessible for Spanish-speaking members as there are many Spanish-speaking businesses owners in the uptown Leamington area.

Ms. Marchildon noted that Administration could bring a report to Council regarding a request to maintain a vacant seat for an allotted amount of time at the Board.

The Committee discussed whether the BIA should ask previous Board members if they would apply to be a current member and considered marketing the vacant Board member seat to owners and employees of uptown Leamington businesses, including but not limited to, law offices and financial institutions.

3.2 Work Communication, Productivity Application for Coordinator

The Committee considered whether the BIA Coordinator role should use the Microsoft To Do application to assist in prioritizing workflow. Mr. Riley stated that this application can be used on a cell phone and computer and noted that it is useful for prioritizing tasks, adding due dates and reminders, running monthly reports, and tracking action items from Board meetings.

Mr. Robinson noted that the application should be used as an organizational tool to maintain consistency with the BIA Coordinator role.

**Recommendation to the BIA Board of Management:**

Moved by: Renee Daudlin-Iacobelli  
Seconded by: Chad Riley

That the BIA Coordinator position use the Microsoft To Do application.

Carried

3.3 Office Needs

The Committee discussed the list of items needed for purchase for the BIA office and coordinator.

Mr. Robinson stated that a quote for a new banner, canopy, and Tech Soup should be obtained for the Board's consideration.

Action Items:

- Obtain a quote for a customized BIA banner.
- Obtain a quote for a customized BIA canopy.
- Obtain a quote for TechSoup software.

**Recommendation to the BIA Board of Management:**

Moved by: Michelle Fortier  
Seconded by: Chad Riley

That the Executive Committee recommend that the BIA Board of Management purchase office chairs, a Keurig machine, a customized banner and canopy, a computer monitor, BIA Coordinator business cards, a paper shredder, a keyboard, Spanish language BIA postcards, and TechSoup software.

Carried

3.4 BIA Bucks

The Committee discussed options for digitizing BIA Buck purchase and usage. The Committee determined that having physical BIA Bucks may be a security risk and considered the option of digital purchasing and physical gift cards.

Ms. Fortier noted that the current BIA Bucks system leads to inconsistent tracking of dollars used.

Action Items:

- Determine the cost of integrating the BIA Bucks system onto the website.
- Contact Essex, Lakeshore, and Kingsville BIA regarding the digital BIA Bucks system.

3.5 Policy and Document Summary, Identify and Prioritize Gaps

Mr. Robinson stated that BIA Coordinator evaluations and performance reviews can commence.

Ms. Fortier noted that the current evaluation document can be used as a template.

Ms. Daudlin-Iacobelli stated that the first evaluation should be completed before the end of the three-month probationary period.

The Committee discussed updating BIA policies prior to proceeding to prioritize gaps and that the Ontario Business Improvement Area Association may assist with this venture and review the Board's recommendations.

Ms. Fortier noted that she would be in contact with Administration to determine which policies the BIA should implement.

**Adjournment**

Moved by: Michelle Fortier  
Seconded by: Renee Daudlin-Iacobelli

That the Uptown Leamington BIA Executive Committee adjourn at 8:55 AM until their next meeting scheduled for February 21, 2024.

Carried