

**VILLAGE OF RICHMOND HILL BIA
BOARD OF MANAGEMENT MEETING**

March 14, 2017
8:55 - 9:55 AM
Village of Richmond Hill BIA
10097 Yonge St.,
Richmond Hill, ON

MINUTES

A meeting of the Village of Richmond Hill BIA was held on Tuesday, March 14, 2017 at 8:30 a.m. at the Village of Richmond Hill BIA, 10097 Yonge St., Richmond Hill, ON with the following members in attendance:

Elham Moaveni, Mehrdad Sabouhi, Ron Smit, Councillor Tom Muench, Councillor David West

Regrets: Farah Aghajani, Marj Andre, Nancy Le, Kevin Sedighi

Staff: Ashley Poy, Betty Johnston

ADOPTION OF AGENDA

Moved by: Councillor David West

Seconded by: Ron Smit

That the agenda be adopted as distributed

Carried Unanimously

**DISCLOSURES OF PECUNIARY INTEREST AND GENERAL
NATURE THEREOF**

There were no disclosures of pecuniary interest by members of the BIA Board of Management under the *Municipal Conflict of Interest Act*.

ADOPTION OF PREVIOUS MINUTES

- 1. Minutes – Village of Richmond Hill BIA Board of Management meeting of December 6, 2016 be approved at the April 4, 2017 meeting.**

BUSINESS ARISING FROM PREVIOUS MEETING

2. Village Pages – Mehrdad Sabouhi

The Village Pages are in final stages. The Town has been contacted to distribute Village Pages at various facilities.

SCHEDULED BUSINESS

3. Budget 2017 – Mehrdad Sabouhi

- The marketing allowance appears to be under-spent. (Councillor David West)
- A part-time person is being employed by the BIA in April, 2017 to begin a marketing initiative. (Mehrdad Sabouhi)
- A marketing campaign should be undertaken each month. (Councillor David West)
- Approx. \$10,000 is paid for accounting with added costs for rent and salaries. 65 % of the budget is used for these expenses. (Mehrdad Sabouhi)
- The question arose as to the amount of the cash position ending 2016 and what costs are to be projected in 2017 arose. (Councillor David West)

- Considerations relating to the budget are:
 - If there is money in the reserve fund, it should be used to pay for the marketing employee and the levy should not be raised.
 - The funding for marketing may be available within the devised 2017 budget.
 - Ashley Poy will forward the 2017 budget to the Board with an explanation that a marketing person will be hired. Board members will be asked to consider whether the money for this should come from an increased levy or within the devised budget? Board Members will be asked for feedback.
 - A discussion will be scheduled for the April meeting. Board members will be informed about the importance of this discussion at the April meeting.

4. A-Frame Sign Concerns – Councillor David West

Ashley Poy will ask Kevin Sedighi to send the A-Frame concern to Councillor David West.

- Discussion to be placed on the next meeting's agenda.

5. Approval of Jae Kim to the Board

Moved by: Elham Moaveni

Seconded by: Councillor David West

Motion

That Jae Kim join the BIA Board

Carried

6. Consideration of adding Aneal Swaratsingh as a Board Member

- Owner of Aneal's Taste of the Islands (Caribbean Restaurant), 10220 Yonge St.
- Interested and willing to participate on BIA Board.

NEXT MEETING

The next meeting of the Village of Richmond Hill BIA will be held on Tuesday, April 4, 2017 at 8:30 a.m.

ADJOURNMENT

Adjournment

Moved by: Councillor David West

Seconded by: Ron Smit

That the meeting be adjourned.

Carried Unanimously

The meeting was adjourned at 9:55 a.m.

ACTION LIST – Appendix ‘A’ to the March 14, 2017 minutes

APPENDIX A

Action List Related to March 14, 2017

Ashley Poy will forward the 2017 budget to the Board with an explanation that a marketing person will be hired. Board members will be asked to consider whether the money for this should come from an increased levy or within the devised budget? Board Members will be asked for feedback.

Ashley Poy will ask Kevin Sedighi is to send the A-Frame concern to Councillor David West.

**VILLAGE OF RICHMOND HILL BIA
BOARD OF MANAGEMENT MEETING**

April 18, 2017
6:15 – 6:30 PM
Village of Richmond Hill BIA
10097 Yonge St.,
Richmond Hill, ON

MINUTES

A meeting of the Village of Richmond Hill BIA was held on Tuesday, April 18, 2017 at 6:15 p.m. at the Village of Richmond Hill BIA, 10097 Yonge St., Richmond Hill, ON with the following members in attendance:

Elham Moaveni, Mehrdad Sabouhi, Kevin Sedighi, Councillor Tom Muench, Councillor David West

Regrets: Farah Aghajani, Marj Andre, Nancy Le, Ron Smit

Staff: Betty Johnston

ADOPTION OF AGENDA

Moved by: Elham Moaveni

Seconded by: Councillor David West

That the agenda be adopted as distributed

Carried Unanimously

**DISCLOSURES OF PECUNIARY INTEREST AND GENERAL
NATURE THEREOF**

There were no disclosures of pecuniary interest by members of the BIA Board of Management under the *Municipal Conflict of Interest Act*.

ADOPTION OF PREVIOUS MINUTES

1. Minutes – Village of Richmond Hill BIA Board of Management meeting of Dec. 6, 2016.

Moved by: Councillor David West
Seconded by: Elham Moaveni

That the minutes of the Village of Richmond Hill BIA Board of Management meeting held on Dec. 6, 2016 be adopted as amended to show:

- that on page 3, item 3, the last bullet is to be omitted
- that on page 5, item 6, second bullet should read, “ The cost of statues would create...”
- that on page 5, item 6, third bullet should read, “Media opportunities to highlight Village core”
- that on page 5, item 6, fifth bullet should read, “Seeking potential sponsorships and a contribution from BIA”

Carried

2. Minutes of the Village of Richmond Hill BIA Board of Management meeting held on March 14, 2017

Moved by: Councillor David West
Seconded by: Kevin Sedighi

That the minutes of the Village of Richmond Hill BIA Board of Management meeting held on March 14, 2017 be adopted as amended to show:

- that on page 2, item 3, the first bullet should end with the word “ under-spent”

Carried

NEXT MEETING

The next meeting of the Village of Richmond Hill BIA will be held on Wed., May 3 at 5:30 p.m.

ADJOURNMENT

Adjournment

Moved by: Councillor Tom Muench

Seconded by: Kevin Sedighi

That the meeting be adjourned.

Carried Unanimously

The meeting was adjourned at 6:30 p.m.

**VILLAGE OF RICHMOND HILL BIA
BOARD OF MANAGEMENT MEETING**

April 26, 2017
6:07 – 7:15 PM
Village of Richmond Hill BIA
10097 Yonge St.,
Richmond Hill, ON

MINUTES

A meeting of the Village of Richmond Hill BIA was held on Tuesday, April 26, 2017 at 6:07 p.m. at the Village of Richmond Hill BIA, 10097 Yonge St., Richmond Hill, ON with the following members in attendance:

Marj Andre, Elham Moaveni, Mehrdad Sabouhi, Kevin Sedighi,
Councillor David West

Regrets: Farah Aghajani, Nancy Le, Councillor Tom Muench, Ron Smit

Staff: Ashley Poy, Betty Johnston

ADOPTION OF AGENDA

Moved by: Elham Moaveni

Seconded by: Marj Andre

That the agenda be adopted as distributed

Carried Unanimously

**DISCLOSURES OF PECUNIARY INTEREST AND GENERAL
NATURE THEREOF**

There were no disclosures of pecuniary interest by members of the BIA Board of Management under the *Municipal Conflict of Interest Act*.

ADOPTION OF PREVIOUS MINUTES

1. Minutes – Village of Richmond Hill BIA Board of Management meeting of April 18, 2017

Moved by: Councillor David West
Seconded by: Elham Moaveni

That the minutes of the Village of Richmond Hill BIA Board of Management meeting held on April 18, 2017 be adopted.

Carried

SCHEDULED BUSINESS

2. 2017 Budget Presentation – Mehrdad Sabouhi

Mehrdad Sabouhi reviewed the 2017 budget.

Responses to questions concerning the budget noted the amount remaining in the 2016 budget will pay for projects in process and resulted in a reduced amount required in the 2017 budget.

- In future, the projects will be a lot of smaller, less expensive and will happen constantly to enhance business, therefore a large increase in BIA members' levy will not be required.

Preparation for the budget presentation requires:

- Actual amounts spent, according to David Dexter.
Councillor David West recommended that Mehrdad Sabouhi should request David Dexter's assistance in formatting the budget.

- That Mehrdad Sabouhi, Elham Moaveni and Councillor David West meet with David Dexter and Town financial administrators to ensure approval with no concerns when the budget is presented on June 20, 2017 to the Town.
- Deferral of approval of the 2017 budget until the next Board meeting.

Motion

Moved by: Elham Moaveni

Seconded by: Marj Andre

That the passing of the 2017 budget be deferred to a future Board meeting.

Carried

NEXT MEETING

The BIA Board will be notified of the date for the next meeting.

ADJOURNMENT

Adjournment

Moved by: Marj Andre

Seconded by: Elham Moaveni

That the meeting be adjourned.

Carried Unanimously

The meeting was adjourned at 7:15 p.m.

ACTION LIST – Appendix ‘A’ to the April 26, 2017 minutes

APPENDIX A
Action List Related to April 26, 2017

That Mehrdad Sabouhi, Elham Moaveni and Councillor David West meet with David Dexter and Town financial administrators to ensure approval with no concerns when the budget is presented on June 20, 2017 to the Town.

**VILLAGE OF RICHMOND HILL BIA
BOARD OF MANAGEMENT MEETING**

June 13, 2017

8:45 – 9:10 AM

Village of Richmond Hill BIA

10097 Yonge St.,

Richmond Hill, ON

MINUTES

A meeting of the Village of Richmond Hill BIA was held on Tuesday, June 13, 2017 at 8:30 a.m. at the Village of Richmond Hill BIA, 10097 Yonge St., Richmond Hill, ON with the following members in attendance:

Elham Moaveni, Mehrdad Sabouhi, Kevin Sedighi, Ron Smit,
Councillor David West

Regrets: Farah Aghajani, Marj Andre, Hengameh Hosseini, Nancy Le,
Jae Kim, Councillor Tom Muench

Staff: Betty Johnston, Shirin Shahbazi

ADOPTION OF AGENDA

Moved by: David West

Seconded by: Ron Smit

That the agenda be adopted as distributed

Carried Unanimously

DISCLOSURES OF PECUNIARY INTEREST AND GENERAL NATURE THEREOF

There were no disclosures of pecuniary interest by members of the BIA Board of Management under the *Municipal Conflict of Interest Act*.

ADOPTION OF PREVIOUS MINUTES

- 1. Minutes – Village of Richmond Hill BIA Board of Management meeting of April 26, 2017 be approved at the Sept. 6, 2017 meeting**

SCHEDULED BUSINESS

- 2. Introduction to New Marketing Co-ordinator – Mehrdad Sabouhi**
Shirin Shahbazi is the new Marketing co-ordinator.

- 3. Improved Parking Signage – Mehrdad Sabouhi**
Discussion re: parking on Yonge St. and investigation of possible solutions.

- 4. Monthly BIA Activity Report – Mehrdad Sabouhi**

An update referred to:

- purchase of shelving for directories,
- workshops to be offered,
- co-operation with Performing Arts Centre re: advertising BIA merchants.

Councillor David West asked Sherin Shahbazi to forward general info. (more than one business) to him and Marj Andre to promote businesses in their newsletter.

NEW BUSINESS

- 5. BIA's Image (Councillor David West)**

Consideration of highlighting businesses is integral to BIA Board.

- New directory will be prepared in the Fall to be ready for Jan., 2018.

- The script for seven videos will be ready so that the videos can be distributed to the Performing Arts Centre. (Mehrddad Sabouhi)

6. Budget – Mehrddad Sabouhi

The budget presentation is ready and will be presented on June 20, 2017.

- David Dexter should receive a confirmation of the budget.
- Anna should be contacted to ensure that any clarification needed can be made so that the budget can be passed without Town concern or misunderstanding. (Councillor David West)

7. Public Parking – Mehrddad Sabouhi

The public parking map should be adjusted.

Questions were raised re: village parking

- When to park. (Councillor David West)
- Consistency in areas of the downtown. Signs are required to note restrictions to clarify when parking is permitted.
- The Secondary Plan will begin to address parking in the Town.
- Mehrddad Sabouhi will ask David Dexter how much money is in the Cash and Lieu Account.

8. Internet Services – Mehrddad Sabouhi

Internet services are split between Bell and Rogers within the downtown.

- Redevelopment will solve the problem. (Councillor David West.)
- There are several strong businesses in the downtown core.(Mehrddad Sabouhi)

- It is necessary to attract entrepreneurs that can fill available spaces.

9. New Board Members – Councillor David West

New Board members will be welcome.

- A special meeting to approve new members is recommended so that the new Board members can attend the Sept. meeting.

NEXT MEETING

The next meeting of the Village of Richmond Hill BIA will be held on Wednesday, Sept. 6 at 6:30 p.m.

ADJOURNMENT

Adjournment

Moved by: Elham Moaveni

Seconded by: Ron Smit

That the meeting be adjourned.

Carried Unanimously

The meeting was adjourned at 9:10 a.m.

ACTION LIST – Appendix ‘A’ to the June 13, 2017 minutes

APPENDIX A
Action List Related to June 13, 2017

Councillor David West will follow up re: painting parking spaces on Yonge St. in the Village.

Sherin Shahbazi is to forward general info. (more than one business) to Councillor David West and Marj Andre to promote businesses in their newsletters.

Mehrdad Sabouhi will contact Anna in David Dexter's office to ensure that any clarification needed can be made so that the budget can be passed without Town concern or misunderstanding.

Mehrdad Sabouhi will ask David Dexter how much money is in the Cash and Lieu Account.

**VILLAGE OF RICHMOND HILL BIA
BOARD OF MANAGEMENT MEETING**

June 29, 2017
1:15 – 1:35 PM
Village of Richmond Hill BIA
10097 Yonge St.,
Richmond Hill, ON

MINUTES

A meeting of the Village of Richmond Hill BIA was held on Tuesday, June 29, 2017 at 1:15 p.m. at the Village of Richmond Hill BIA, 10097 Yonge St., Richmond Hill, ON with the following members in attendance:

Farah Aghajani, Elham Moaveni, Mehrdad Sabouhi, Kevin Sedighi,
Councillor Tom Muench, Councillor David West

Regrets: Marj Andre, Nancy Le, Jae Kim, Ron Smit

Staff: Betty Johnston, Shirin Shahbazi

ADOPTION OF AGENDA

Moved by: Elham Moaveni

Seconded by: Kevin Sedighi

That the agenda be adopted as distributed

Carried Unanimously

**DISCLOSURES OF PECUNIARY INTEREST AND GENERAL
NATURE THEREOF**

There were no disclosures of pecuniary interest by members of the BIA Board of Management under the *Municipal Conflict of Interest Act*.

ADOPTION OF PREVIOUS MINUTES

- 1. Minutes – Village of Richmond Hill BIA Board of Management meeting of April 26, 2017 and June 13, 2017 be approved at the Sept. 6, 2017 meeting**

SCHEDULED BUSINESS

2. BIA 2017 Budget Approval – Mehrdad Sabouhi

Mehrdad Sabouhi presented the 2017 budget showing expenses in categories related to:

- Local & Major Event Expenses,
- Meeting Expenses,
- Office and General Expenses,
- Office Rent & Utilities,
- Marketing, Professional Service Fees,
- Graffiti Removal,
- Staff Salaries.

The expected expenses for the 2017 budget totalled \$135,300.00.

Discussion of the budget revealed that:

- workshop expenses would extend to website training.
- the marketing plan be tied to the budget – checking items to plan specific activities.
- that 1/3 of the budget is being allocated to marketing and make a difference to BIA merchants.

Elham Moaveni noted changes concerning the budget:

- (1) Add “(Educational Workshops for BIA members)” to first line under Local & Major Event Expenses.

- (2) Change “ad” to and” on first line under BIA Meeting Expenses.
- (3) Add “s” to rack on item #14 under Marketing.

Motion

Moved by: Elham Moaveni
Seconded by: Kevin Sedighi

That the 2017 BIA budget be approved.

Carried

NEXT MEETING

The next meeting of the Village of Richmond Hill BIA will be held on Sept. 6 at 6:30 p.m.

ADJOURNMENT

Adjournment

Moved by: Elham Moaveni
Seconded by: Kevin Sedighi

That the meeting be adjourned.

Carried Unanimously

The meeting was adjourned at 1:35 p.m.

ACTION LIST – Appendix ‘A’ to the June 29, 2017 minutes

APPENDIX A

Action List Related to June 29, 2017

The following changes are to be made to the budget:

- (1) Add “(Educational Workshops for BIA members)” to first line under Local & Major Event Expenses.
- (2) Change “ad” to and” on first line under BIA Meeting Expenses.
- (3) Add “s” to rack on item #14 under Marketing.

**VILLAGE OF RICHMOND HILL BIA
BOARD OF MANAGEMENT MEETING**

September 20, 2017

8:50 – 10:10 AM

Village of Richmond Hill BIA

10097 Yonge St.,

Richmond Hill, ON

MINUTES

A meeting of the Village of Richmond Hill BIA was held on Wednesday, September 20, 2017 at 8:50 a.m. at the Village of Richmond Hill BIA, 10097 Yonge St., Richmond Hill, ON with the following members in attendance:

Farah Aghajani, Marj Andre, Hengameh Hosseini, Elham Moaveni, Mehrdad Sabouhi, Ron Smit, Councillor David West

Regrets: Councillor Tom Muench, Kevin Sedighi

Staff: Betty Johnston, Shirin, Shahbazi, Tina Vourinaris

ADOPTION OF AGENDA

Moved by: Marj Andre

Seconded by: Ron Smit

That the agenda be adopted as distributed

Carried Unanimously

DISCLOSURES OF PECUNIARY INTEREST AND GENERAL NATURE THEREOF

There were no disclosures of pecuniary interest by members of the BIA Board of Management under the *Municipal Conflict of Interest Act*.

ADOPTION OF PREVIOUS MINUTES

- 1. Minutes – Village of Richmond Hill BIA Board of Management meetings of April 26, 2017, June 13, 2017 and June 29, 2017 be approved at the October 13, 2017 meeting.**

SCHEDULED BUSINESS

- 2. Introduction of New BIA Staff and Their Responsibilities – Mehrdad Sabouhi**

Introduction of new office staff – Tina Vourinaris – administrator
Shirin Shahbazi – marketing co-ordinator

- 3. Summer Progress Report – Mehrdad Sabouhi**

Review of projects undertaken included:

- *Village Pages* distribution (paper & on-line),
- functioning BIA Website,
- production of BIA Village videos,
- advertising at Richmond Hill Center for the Performing Arts,
- feedback re: light post banners,
- publication of TriFold brochures (village & BIA),
- updated restaurant & cafe map,
- offering free seminars & training workshops during lunch at Performing Arts or McConaghy Centre,
- Grafitti removal,
- Lease/Sale Signs,
- additional park benches for the Village,
- signage advertising Village on major roads,
- Free Wi-Fi Study Phase (in process),
- BIA Board Member Recruitment,

Possible project – update re: cost of coupon booklet related Village Pages,
October BIA Board Meeting – present marketing plan including financial statement.

4. Annual General Meeting Date

Proposed date: Thursday, November 23, 2017

- Tina Vourninaris to contact Gloria Collier at Town re: AGM format.
- Tina Vourninaris to check the availability of Performing Arts Centre for the AGM

October BIA Board Meeting – discuss AGM

5. Ideas to Promote the BIA members during 2018

Discuss at next meeting in context of marketing plan.

NEW BUSINESS

6. Sharing Understanding of BIA Membership

Tina Vourinaris will contact Gloria Collier at the Town to request a memo relating to membership in BIA.

NEXT MEETING

The next meeting of the Village of Richmond Hill BIA will be held on Friday, October 13 at 8:30 a.m.

ADJOURNMENT

Adjournment

Moved by: Elham Moaveni

Seconded by: RonSmit

That the meeting be adjourned.

Carried Unanimously

The meeting was adjourned at 10:10 a.m.

ACTION LIST – Appendix 'A' to the September 20, 2017 minutes

APPENDIX A

Action List Related to September 20, 2017

Tina Vourninaris to contact Gloria Collier at Town re: AGM format.

Tina Vourninaris to check the availability of Performing Arts Centre for the AGM

Tina Vourinaris will contact Gloria Collier at the Town to request a memo relating to membership in BIA.

**VILLAGE OF RICHMOND HILL BIA
BOARD OF MANAGEMENT MEETING**

October 13, 2017

9:05 – 9:35 AM

Village of Richmond Hill BIA

10097 Yonge St.,

Richmond Hill, ON

MINUTES

A meeting of the Village of Richmond Hill BIA was held on Friday, October 13, 2017 at 9:05 a.m. at the Village of Richmond Hill BIA, 10097 Yonge St., Richmond Hill, ON with the following members in attendance:

Farah Aghajani, Hengameh Hosseini, Elham Moaveni, Mehrdad Sabouhi, Ron Smit, Councillor David West

Regrets: Councillor Tom Muench, Marj Andre, Kevin Sedighi, Tina Vourinaris

Staff: Betty Johnston, Shirin Shahbazi

ADOPTION OF AGENDA

Moved by: Councillor David West

Seconded by: Ron Smit

That the agenda be adopted as distributed

Carried Unanimously

DISCLOSURES OF PECUNIARY INTEREST AND GENERAL NATURE THEREOF

There were no disclosures of pecuniary interest by members of the BIA Board of Management under the *Municipal Conflict of Interest Act*.

ADOPTION OF PREVIOUS MINUTES

- 1. Minutes – Village of Richmond Hill BIA Board of Management meeting of April 26, 2017, June 13, 2017, June 29, 2017, Sept. 20, 2017 be approved at the Nov. 1, 2017 meeting.**

BUSINESS ARISING FROM PREVIOUS MEETING

2. Marketing Plan (2017)

Sherin Shahbazi presented the Marketing Options and costs required:

- Search Engine Optimization (SEO)
- Blogging –
- Pay per Click (PPC)
- Facebook
- White Board Marketing
- Network Marketing via community events and associations
- Advertising in local papers
- On-line Newspapers
- Seminars
- Brochures, Flyers
- Village Pages
- Coupon Booklet

- The present plan is the basis for the Marketing budget for projects in 2018. It:
 - promotes public awareness of Village businesses;
 - actively advertises businesses;
 - increases on-line presence.

- The BIA Board is asked to examine the Marketing Options and decide which options should be included for marketing 2018.
- Sherin Shahbazi will forward the Marketing Options to the BIA Board requesting that a response be provided within 10 days of the e-mail.
- BIA Board input is essential since the chosen Marketing Options will be voted upon at the Nov. Meeting.
- Sherin Shahbazi will devise a one-page budget outlining the Marketing Options decisions of the Board and present it for approval at the Nov. Meeting.
- Sherin Shahbazi will forward the BIA Facebook link to Councillor David West.

NEXT MEETING

The next meeting of the Village of Richmond Hill BIA will be held on Wednesday, Nov. 1 at 6:30 p.m.

ADJOURNMENT

Adjournment

Moved by: Councillor David West

Seconded by: Ellham Moaveni

That the meeting be adjourned.

Carried Unanimously

The meeting was adjourned at 9:35 a.m.

ACTION LIST – Appendix ‘A’ to the October 13, 2017 minutes

APPENDIX A

Action List Related to October 13, 2017

Sherin Shahbazi will forward the Marketing Options to the BIA Board requesting that a response be provided within 10 days of the e-mail.

Sherin Shahbazi will devise a one-page budget outlining the Marketing Options decisions of the Board and present it for approval at the Nov. Meeting.

Sherin Shahbazi will forward the BIA Facebook link to Councillor David West.

**VILLAGE OF RICHMOND HILL BIA
BOARD OF MANAGEMENT MEETING**

November 17, 2017

8:45 – 10:05 AM

Village of Richmond Hill BIA

10097 Yonge St.,

Richmond Hill, ON

MINUTES

A meeting of the Village of Richmond Hill BIA was held on Tuesday, November 17, 2017 at 8:45 a.m. at the Village of Richmond Hill BIA, 10097 Yonge St., Richmond Hill, ON with the following members in attendance:

Marj Andre, Elham Moaveni, Mehrdad Sabouhi, Ron Smit, Councillor Tom Muench, Councillor David West

Regrets: Hengameh Hosseini, Kevin Sedighi

Staff: Betty Johnston, Shirin Shahbazi, Tina Vourinaris

ADOPTION OF AGENDA

Moved by: Marj Andre

Seconded by: Ron Smit

That the agenda be adopted as distributed

Carried Unanimously

DISCLOSURES OF PECUNIARY INTEREST AND GENERAL NATURE THEREOF

There were no disclosures of pecuniary interest by members of the BIA Board of Management under the *Municipal Conflict of Interest Act*.

ADOPTION OF PREVIOUS MINUTES

1. Minutes – Village of Richmond Hill BIA Board of Management meeting of April 26, 2017

Moved by: Councillor David West

Seconded by: Marj Andre

That the minutes of the Village of Richmond Hill BIA Board of Management meeting held on April 26, 2017 be adopted.

Carried

2. Minutes – Village of Richmond Hill BIA Board of Management meeting of June 13, 2017

Moved by: Ron Smit

Seconded by: Councillor David West

That the minutes of the Village of Richmond Hill BIA Board of Management meeting held on June 13, 2017 be adopted.

Carried

3. Minutes – Village of Richmond Hill BIA Board of Management meeting of June 29, 2017

Moved by: Councillor Tom Muench

Seconded by: Councillor David West

That the minutes of the Village of Richmond Hill BIA Board of Management meeting held on June 29, 2017 be adopted.

Carried

4. Minutes – Village of Richmond Hill BIA Board of Management meeting of Sept. 20, 2017

Moved by: Ron Smit

Seconded by: Marj Andre

That the minutes of the Village of Richmond Hill BIA Board of Management meeting held on Sept. 20, 2017 be adopted.

Carried

5. Minutes – Village of Richmond Hill BIA Board of Management meeting of Oct. 13, 2017

Moved by: Ron Smit

Seconded by: Councillor David West

That the minutes of the Village of Richmond Hill BIA Board of Management meeting held on Oct. 13, 2017 be adopted.

Carried

BUSINESS ARISING FROM PREVIOUS MEETING

6. Marketing Plan (2017)

The Marketing Plan was distributed to BIA Board members for input.

Decisions made:

- Search Engine Marketing – to be financed to finish the project.
- Content Marketing/Blogging – no funding required,
Requires plan re: content –
Councillor David West and Marj Andre will meet with Sherin Shahbazi during the week of Nov. 20 - 24 to discuss strategy.
- Pay Per Click – no funding.
- Social Media – funding for three months - starting in Jan., 2018
Strategy required re: highlighting local events – continuous updating – duplicate blog.
- Whiteboard Illustration Video Marketing – no funding –
Creating videos to be reviewed at May BIA Board meeting.
- Network Marketing – funding required in budget \$2,000.
 - relates to community group memberships
 - positive networking is advantageous for BIA
 - choose specific number of groups (consideration re: membership of OBIA)
 - staff involvement re: membership & participation

NEW BUSINESS

8. **AGM** – Dec. 5, 2017 – 6:30 p.m. – reception

- 7:30 p.m. – meeting

- Gloria from the Town will forward to Tina Vourinaris info. concerning inclusion items for the AGM.
- Tina Vourinaris will ask Gloria at the Town if both 2015 and 2016 financial statement need to be approved at the AGM.
- Request for new BIA Board members.

- Thank you to local businesses for providing food provided with discount.

NEXT MEETING

The next meeting of the Village of Richmond Hill BIA will be held in January, 2018.

ADJOURNMENT

Adjournment

Moved by: Elham Moaveni

Seconded by: Councillor David West

That the meeting be adjourned.

Carried Unanimously

The meeting was adjourned at 10:05 a.m.

ACTION LIST – Appendix ‘A’ to the November 17, 2017 minutes

APPENDIX A

Action List Related to November 17, 2017

Councillor David West and Marj Andre will meet with Sherin Shahbazi during the week of Nov. 20 - 24 to discuss strategy.

Tina Vourinaris will ask Gloria at the Town if both 2015 and 2016 financial statements need to be approved at the Dec. 5, 2017 AGM.