



## ANNUAL GENERAL MEETING MINUTES

Wednesday, June 1<sup>st</sup>, 2022

6:00pm

Acorn Room, Campbellford Resource Centre

Present: Eva Allaire, Adrienne Towns, Rosemary Kelleher-MacLennan, Kathy Chamberlain, Jenn Hudson, Kira Mees, Catherine Redden, Jodi Summers, Heather Hodder, Dawn Fryer, Kajan Kanagavinayagam, Dawn Welch, Nancy Allanson, Sandra Walls, Courtenay Masters, Dawn Wannamaker, Fee Lin Bunnnett, Noah Bunnnett, Jana Reid, Andrew Orr, Ashton Koloszar, Marg Stapley, Mike Sharpe, Sandra Campbell, Cathy McFaul, Pamela McEvoy, Stephanie Pottier, Zahra Syed

### **1. Call to Order**

President Eva Allaire called the 2022 annual general meeting to order at 6:05pm.

### **2. Approval of the Agenda**

A motion was made to approve the agenda.

**Motioned by: Adrienne Towns**

**Seconded by: Kathy Chamberlain**

**Motion carried 2022-06-01-01**

### **3. Welcome – Board President, Eva Allaire**

President Eva Allaire greeted the membership and introduced the current board and municipality representatives. She gave the membership an overview of how the BIA supports the membership and outlined projects that have been initiated by the BIA board since the last annual general meeting pre-pandemic. She discussed how they chose to support the membership by not collecting the BIA levy from the end of 2020 throughout 2021 to lessen the financial burden on the membership. She also looked towards the future and discussed the potential

RT08 grant funding projects of an accessible dock, self-watering planters, and a redesigned website, as well as other endeavours the board has been working on including a rainbow bench for downtown, multiple event sponsorships, and a restaurant promotion. She concluded by thanking everyone for coming and encouraging them to get involved with the BIA so the downtown can turn the page after covid and flourish.

#### **4. Greetings from the Municipality, Councillor Rosemary Kelleher-MacLennan**

Councillor Rosemary Kelleher-MacLennan welcomed the membership and acknowledged the indigenous land and presented the history of the indigenous community in this area. Councillor Kelleher-MacLennan also outlined the BIA mandates for beautification, safety and promotion of downtown Campbellford and encouraged the membership to get involved, speak up and share ideas.

#### **5. Approval of March 26, 2019 AGM Minutes**

A motion was made to approve the minutes of March 26<sup>th</sup>, 2019 annual general meeting.

**Moved by: Rosemary Kelleher-MacLennan**

**Seconded by: Kathy Chamberlain**

**Motion Carried: 2022-06-01-02**

#### **6. 2022 Financials – Eva Allaire**

President Eva Allaire briefly went over the 2022 budget and how the board was able to maintain some reserves for future projects. She discussed the revenue from tax levy and the expected expenditures.

#### **7. Installation of New Board Members, Councillor Catherine Redden**

Councillor Catherine Redden gave a brief history of the BIA and how when it started in 1978 it was one of the first in this area of Ontario. She encouraged the membership to get involved and go forward with enthusiasm.

Councillor Redden announced the nominees brought forth by the current board and called to the floor for other nominees. No other nominees were offered. The board will include:

Eva Allaire, Solid Rock Realty

Adrienne Towns, Village Paint & Paper

Rosemary Kelleher-MacLennan, Municipal Councillor  
Jodi Summers, Earth Angel  
Heather Hodder, Perfect Print  
Dawn Fryer, D's Island Shack  
Kajan Kanagavinayagam, Trent Valley Lanes and Sideways Bar & Bistro

A motion was made to accept the board of management as named.

**Moved by: Jana Reid**  
**Seconded by: Kathy Chamberlain**

**Motion Carried: 2022-06-01-03**

#### **8. Special Recognition, Adrienne Towns**

Adrienne Towns came forward to speak about the work and community spirit displayed by Tracey Ellis for spearheading a beautification initiative by organizing, designing and assisting with painting the facades on her block of Front North.

She also made mention of the work involved with the BIA administrator position and offered thanks to Courtenay Masters for her dedicated 5.5 years of service to the BIA board. Adrienne Towns also thanked new administrator Jenn Hudson for her work.

Kathy Chamberlain was also thanked for her contributions to the BIA as a board member for the previous 8 years. Kathy acted as the delegate for the Campbellford Seymour Foundation and brought a fresh perspective to the board as a non-business member.

#### **9. Guest Speaker: Dawn Welch, Trent Hills Chamber of Commerce**

Dawn Welch presented the membership with tips for engaging with their audience on social media. She suggested scheduling posts, inviting others to like your page, setting aside time to interact as your business, keeping an authentic voice, requesting and posting reviews, and utilizing analytics to your advantage.

#### **10. Guest Speaker: Sandra Walls, Career Edge**

Sandra Walls spoke with the membership regarding the job-seekers market, labour shortages, and thoughts on why it is occurring. She made recommendations for recruiting and retaining employees such as offering work from home options, living wages, perks such as benefits, hiring incentives, referral incentives, and making their employees mental health and wellness a

priority. She also discussed hiring individuals with different abilities and urged business owners to see the potential. She encouraged business owners to be flexible and adapt to new ideas, support their employees and to hire for attitude because skills can be taught.

#### **11. Next regular board meeting**

Wednesday, June 22<sup>nd</sup>, 2022

#### **12. Door prizes and adjournment**

Four door prizes were drawn and presented. Afterwards Eva Allaire declared the annual general meeting adjourned at 7:40pm.