



**Minutes of  
The Township of Cavan Monaghan  
Millbrook Downtown BIA Board of Management**

**Date: Thursday May 6, 2021**

**Time: 8:00 am**

**VIRTUAL VIDEO MEETING VIA ZOOM**

**In attendance: Christine McCulloch, Kathie Lycett, Louise Bedford, Tony Lloyd, Ryan Huntley,  
Tina Grant (Decorating Committee/BIA Administrative Assistant), John Frizzle  
Brigid Ayotte (Township Staff)**

- 1. Open Session**
- 2. Call to Order – 8:02 am**
- 3. Approval of the Agenda**

Approved.

Moved: Huntley; Seconded: Bedford; carried.

- 4. Disclosure of Pecuniary Interest and the General Nature Thereof - none**
- 5. Closed Session - none**
- 6. Presentations/Delegations- none**
- 7. Minutes**

**7.1 Minutes of the meeting held Thursday, April 8, 2021**

**Approved without amendment**

**7.2 Minutes of the meeting held Thursday, April 22, 2021**

**Approved as amended**

Moved: Huntley; Seconded: Bedford; carried.

- 8. Business Arising from the Minutes**

**8.1 Suggested action (if any) on last month's presentation from Rhonda Keenan,  
Peterborough & the Kawartha Economic Development**

- 9. Reports**

**9.1 Decorating Committee (TG)**

- Spring/Summer Décor (Spring décor will be removed after the long weekend, the last week of May. Summer plants will be completed first week of June)**
- Update on new planters (Completion/delivery date not confirmed)**

**9.2 Membership (KL)**

- No new regular memberships to report**

- BIA Associate Membership program stalled until following issues resolved:
- On-line banking, signing authority and incoming e-transfer capability
- Some kind of relief or expectation of relief from current Covid-19 lockdown measure on our businesses
- Clarity on: which associate members can be included in our on-line and printed directories; which can be offered free membership in light of past involvement with the BIA (ie. Legion, Lions, Library), and associate membership benefits.
- Recommendation: For the purpose of communication to our members and knowing "who they are" and to enable Tina to update our website with accurate information, one member from our Board step up to join me to be the membership committee" responsible for making recommendation to the Board re: membership members and take responsibility for giving direction to Tina for updating of our website.

### 9.3 Marketing Committee (LB)

- (a) Social Media (JF)
- (b) Moving Media Billboard (CM) –  
Discontinue contract with Moving Media for the time being and re-allocate this portion of the marketing budget to online marketing  
Moved: Lycett Seconded: Bedford: Carried
- (c) New branding (LB) in process
- (d) Promotion and Reconciliation of Social Promo (TL and LB) to be discussed at June meeting

### 9.4 Treasurer's Report (TG)

- (a) Expenditures for approval None received
- (b) YTD Budget Reconciliation: Current bank Balance and GL update not available
- (c) Treasurer and Cheque requisition update- Still being processed  
Reports 9.1 – 9.4 Received  
Moved: Frizzle; Seconded: Bedford: Carried

10. General Business - none

11. Correspondence for information - none

12. Adjournment - 9:09 am

Moved: Frizzle; Seconded: Bedford carried.

Signature: Secretary		Signature: Chair	
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