



Kathryn commended Sarah for her work and for holding the children's events in the Municipal office.

### **C.2. Strategic Plan update: Tony Poole**

George and Tony met with Mike Pickering a local resident who does this work with organizations and volunteered to assist the BIA to put together a blueprint for the process the BIA will be going through for the Strategic Planning, Tony then went through the blueprint highlighting the BIA's mission and its role and showing how and what might be needed to be discussed. Tony mentioned the plan is to have Mike come in January and to facilitate the meeting so the BIA can question the Mission, and Mandate and encourage members to become engaged. For many years the board has been doing the same things without reviewing whether they are still relevant and achieving their purpose. The BIA budget is small and so it's important to make sure that the board is emphasizing the areas that are important to the members. The plan is to hold three meetings, facilitated by Mike Pickering, one in the morning, one in the afternoon, and one in the evening, to give as many members as possible the chance to be heard and become involved in the process of setting the direction for the next board. The first BIA meeting in January will be a strategic plan meeting.

### **C.3 Whiskeylicious – Elizabeth Cornish**

After some discussion it was agreed that with this being a Collingwood event it was outside the purview of the BIA board. Individual members can decide if they will participate.

### **C.4 Visitation Study – Elizabeth Cornish**

The Town is interested in conducting a visitation study to determine where our visitors are coming from. Elizabeth has not yet heard if the provincial RED funding has been approved, but Grey County is supporting the study with \$5000 to the Town of The Blue Mountains, who will also support this financially. A professional company would be hired to conduct the surveys and Elizabeth will work with the BIA to decide what questions are asked. Elizabeth will review other similar surveys and prepare a list of questions for review.

### **C.5 Video Launch Plan – 10 minutes, Elizabeth Cornish**

Elizabeth would like the Restaurant Video to be launched thru the BIA website and that the membership be encouraged to share it on their own social media channels. Elizabeth will start the Town's digital marketing campaign in February and she will promote and measure responses to the video.

### **C.6 Video Budget for 2018 – 10 minutes, Elizabeth Cornish**

Elizabeth suggested that if the video proves successful, that the BIA should look at producing more videos featuring different topics such as shopping or things to do. She doesn't have the budget for more videos so they would have to come from the BIA budget.

### **C.7 Annual General Meeting (AGM), and January meeting: George Matamoros**

George suggested the BIA AGM be planned for March in order to give time for the strategic planning prior to developing the 2018 budget. Ideally a budget can be presented by the end of February and the Annual General Meeting held early March.

Joe Halos expressed support for the Strategic plan process that Tony presented. Given that there has been an increase in visitors based on looking at vehicle traffic, pedestrian traffic and such, he felt that now that visitors are coming, we should also look at how to manage the increased traffic, address parking issues, and that all of these things need to be brought to the table.

D. Adjournment

**Moved by: Leslie Lewis**

THAT this Board does now adjourn at 9:15 a.m. to meet again Wednesday, January 3, 2018 at 8:00 a.m. for a Strategic Planning Meeting in the Council Chamber, Town Hall or at the call of the Chair.