

Attendance: Marni Lewis, Janeen Calder, Alison Dee, Carolyn Brooks, Bev Sirrs

Regrets: Jim Norwood, Alyssa Crittenden, Tracey Yates, Jane Black, Lina Schmahl, Theresa Vanhaverbeke, Kirby Eady, Doug Sirrs

1. Meeting called to order at 9:03am - Land Acknowledgement read

2. Approval of December minutes

Motion by: Marni Lewis Seconded by: Carolyn Brooks Carried

3. Business Arising from Minutes: n/a

4. President's report: n/a

5. Treasurer's Report:

The current bank balance is \$78,792.77 - Our 2025 levy check should be arriving shortly.

6. Council Report: n/a

7. Committee Reports

Safety and Decor:

The Snowflake lights will come down when the weather is nicer, they are planning for February 24th at night. The Municipality has been out clearing the sidewalks, but some have noticed they spread very little salt.

Advertising:

Instagram:

Accounts Engaged - 115

Followers - 1799 (^20)

Views - 5665

Top Posts:

Support Canadian - 1060 Views

Small Business Big Heart - 993 views

New Year Same small biz - 514 views

Canada Day vendors - 387 views

Facebook:

Accounts Engaged - 512

Followers - 3536

Post views - 8605

Top Posts:

Support Canadian - 4090 views

New Year same small biz - 1863 views

Blue Monday - 450 views

Canada Day vendors - 374 views

Special Events:

Canada Day (Tuesday, July 1st)

The Street Scape is not scheduled to happen this year, so the road is clear to use for the event, not sure how much will be needed for vendors yet.

There are 7 committee members.

Sponsorships are coming in.

They are looking for an MC and renting a stage.

Can we hang the Canada Day Banners this year for the event?

Marni will add the event to the BIA website.

Carolyn will get a letter together for the BIA businesses to participate/ sponsor.

Community Hall Lighting (Sunday, November 16th, 5:15pm)

The event will be held just before the parade again this year, once the road is closed. Janeen would like to purchase an 18 foot commercial grade tree for this year. They are on sale for \$17,850.00 until the end of February.

Motioned by: Marni Lewis Seconded by: Carolyn Brooks Carried

Santa Parade (Sunday, November 16th, 5:30pm)

n/a

Santa Breakfast (Sunday, November 30th, 8-11am)
n/a

8. CBOT: n/a

9. Newcastle & District Chamber of Commerce:
They are ready to go with the Durham College Marketing Contest on
February 26th.

10. CIP/Economic Development/Street Scape: n/a

11. New Business: n/a

12. Motion to Adjourn:

Moved by: Carolyn Brooks

Seconded: Bev Sirrs