



## MINUTES OF MEETING OF ARTHUR BIA

**Wednesday, May 21, 2025 @ 7:30 PM**  
**Virtual via Zoom link**

### **Board Members present:**

Angela Alaimo, Chair  
Paula Coffey, Vice Chair  
Chris McIntosh, Treasurer  
Jim Coffey  
Mitch Keirstead  
Gord Blyth  
Councillor Lisa Hern

**Other Attendees** Robyn Mulder, EDO

### **Absent**

Sheila Faulkner

### **Review and Adoption of the Agenda** meeting called to order at 7:30 pm

THAT the agenda for the meeting of the May 21, 2025 Arthur Business Improvement Area be accepted and passed. moved to accept Gord and Mitch seconded.

### **Review and Approval of Minutes**

THAT the minutes from the April 23, 2025 Arthur Business Improvement Area meeting be approved with an amendment to the date of the next meeting and passed. Motion to approve by Mitch, and seconded by Jim

### **Financial Report**

Chris report – updated everything to the date of the meeting. Items to be paid \$381.49 to Sign Matters for additional pole banners in addition to bills to be paid. Nothing received from Township yet re levy – Chris or Angela will follow up. Motion to approve by Chris and seconded by Paula Motion to approve Lisa and Paula seconded to pay the poppy refurbishing invoice and the banners invoice.

**Robyn's report** Community Improvement Program has received a Chocolate and Cheese application from Rivers Edge Goats, for new signage. Driftscape (the tourism app) - summer student will be uploading content. Cultural Roundtable Symposium on May 30 in Minto partnership between Minto Hanover and WN has been sold out. Robyn explained that the roundtable event; 8 people from Wellington North and similar numbers from Minto and Hanover. Each year the Cultural Roundtable committee holds a symposium to see how they can attract tourists and promote community assets to visitors. Also, Saugeen Connects – next event for WN will be a golfing event in May next year and partnering with Minto for the Wellness event for next June. For Culture Days, doing a culture bus tour on October 4. Community signage – Robyn met with the installer and installing outside the post office – the sign will be installed on the angle and bench will

stay where it is. Currently finalizing designs and wanting to give a nod to Arthur and Mount Forest on the signage. We are in a radius to be able to participate with the University of Waterloo, so students can do one day case study for Twp; we have put two forward for tourism. Two case studies are - Luther Marsh promotion and Sweet Tooth trail that WN Council has asked to investigate the trail. The service is free and brings a different perspective.

Council has approved the banner policy as we presented it; Paula has asked Dan to put the banners up before June 1. Thank you to Robyn, Mandy and Brooke for their assistance in creating the policy.

### **Roundtable Discussion:**

Paula gave an update for the Conference attendance. Attended Diversity, marketing, first impression of your town – we are on track. Paula got some good ideas at the conference and the tradeshow; she has some brochures. Got a quote for the planters – Chris confirmed that his contacts did not have the planters. Medium ones are better than the tall ones. 27 x 27 is \$168; has watering section in the bottom; we would get two in the charcoal. We could buy these two as a test model and then if they work we can buy more. They are coming from Winnipeg and there are no dealers in Ontario so there may be an issue with shipping. Paula will find out the cost of shipping and will go ahead and order them.

There is a dealer that rents a screen cover with a bench from Montreal – 10 feet wide with benches on either side and can do a visual. Can rent them for a season ie 8 weeks; could do two or three.

Website is BloomSiteFurniture.com – Paula will have a zoom with the person to get more info.

Rental is the way to go and then we can change each year.

Paula said that one of the presenters mentioned that Arthur mainstreet was quite noisy.

Paula sent the person selling the Christmas orders an email. We should start thinking about Christmas plans for this year – we can do the Bloom covers for Christmas.

Paula will plant the flowers in early June. Alltreat provides the soil for the planters free to us.

Jim reported on the Mayor's breakfast. It was well attended (several of our Board members were in attendance) and the Township Agenda was provided for the upcoming year. Gord indicated that a synopsis of what the Township is responsible for was given. Jim advised that there was a question and answer period which was helpful. Robyn advised that there will be likely one in the fall with different topics likely in Mount Forest.

Melissa has a project in conjunction with Copernicus – acquired a makers' stand structure and is lending out at no cost but with taking a picture of their event to give exposure to their products and tagging Copernicus in it. Being used at the farmers' market and Fran's event.

### **Date of next meeting:**

July 16, 2025

**Adjournment** Gord made a motion to adjourn the meeting