

Kleinburg BIA Mission Statement

To lead and advocate for the KBIA members and act as the catalyst for building strong and unified community partnerships and collaborations; to promote the businesses in the Village of Kleinburg and leverage all of our cultural, artistic, historical and natural assets; to create an energetic, vibrant and unique commercial district that is dynamic from dawn 'til dusk.

Kleinburg BIA Annual General Meeting

October 10, 2018

Welcome and Introductions: L. Zembal introduced the members of the Board; noted that this is an election year and that they have all committed their time for the last four years. Also thanked A. Poletta, K. Angus and R. Costa for their ongoing work throughout the year. Reminded everyone that the Board meetings are open and anyone is invited to attend.

Year in Review: L. Zembal read a list of 2018 accomplishments, the full list is attached.

Marketing Update: P. Hayes gave the relevant data concerning the website and social media, please see the attached document for more detailed data.

She also noted that a sub committee for Marketing is being formed and asked everyone if they would consider joining.

Christmas Event Update: C. Recine stated that a Christmas in Kleinburg committee has been formed. The date this year will be November 30th commencing at 6:30 p.m. Noted that a flyer has been created and it is being sent to all the businesses and property owners indicating that there will be a competition for the best storefront and exterior, the winner to be announced by Ian Dejardin the night of the Tree Lighting. Also stated that the Kline House is to be professionally decorated this year. Please see attached flyer.

Budget Presentation: S. Singh presented the Board approved 2018 budget, please see the attached document. The minimum/maximum levy was set at the 2018 levels. They will remain at these levels on a go-forward basis and will remain until such time as this issue is addressed again. Through this AGM, the KBIA is requesting that the City amend their bylaw to reflect this change.

Guest Speaker: C. Farias of Unicorn Rebellion did a 20 minute presentation on the benefits of social media for your business. There were a few questions taken from the audience. Chris will be providing a

more thorough social media hands-on training session on November 1 at the Kleinburg Library. The link to registration will be sent in a future email.

BIA Board Election: P. Hayes explained the election of officers process and called for any nominations from the floor. Noted that there are in theory seven positions available. At present those serving, or have submitted nomination papers in order to serve, are as follows: L. Zembal, E. Laichter, A. Guido, A. Poletta, C. Recine, and S. Singh. F. Greco indicated that he would also like to be considered for a Board position.

Asked if there were any questions or objections: none were raised hence the Board as noted above is adopted. P. Hayes stated that the current Board stands until such time as the paperwork is submitted to Council, Committee of a Whole, and upon their approval the new Board will then be in place.

What's Coming Up: L. Zembal noted that the following initiatives are underway:

Parking – the City is presently amassing data and early in the new year will be reaching out to the BIA, KARA and residents for more input.

Bollards – some are being removed or relocated in order to facilitate more parking spaces. This initiative has been undertaken after ensuring that safety issues have been addressed.

Social Media Training – this is to take place November 1st at the Pierre Berton Centre in the evening, being put on by C. Farias.

Vaughan Small Business Week – October 16-18, an initiative by the City of Vaughan in order for small businesses to receive practical advice regarding their businesses. (A flyer was at the door.)

Vaughan Business to Business Expo – being hosted by the City of Vaughan February 6, 2019. An initiative to connect, build and generate businesses.

Questions:

The issue of safety regarding the removal of bollards was questioned: Marilyn lafrate assured everyone that all safety issues were addressed and an extensive review performed before any decisions were made.

2019 budget funding issues regarding Kleinburg

Not sure here what was being noted – had to do with BIA, KARA and residents.

Meeting adjourned at 7:45 p.m.

**WE WOULD LOVE TO HELP
YOU PROMOTE YOUR BUSINESS!**



Please send us your promos, sales, specials, your posts and your photos for social media. We will add them to our feed!

NEED IDEAS? We love photos of new stock, sale announcements, store specials, images of your store, a story about a great client interaction, testimonials, staff member of the month, etc. Send all items to info@mielemedia.com