

**DRESDEN BIA**

**MONTHLY MEETING**

**Wednesday, April 21, 2021**

**Via ZOOM**

In attendance: Christal Wills, Tyler Ouellette, Kim and Marc Reid, Jamie McGrail, Liz Kominek, Brent Babcock, Myriam Armstrong, Stuart Kiar

Chair Christal called the meeting to order at 7 p.m.

**1. Treasurer's Report - Christal Wills**

Christal reported that current account balance is \$7,996.65. Funds in the amount of \$3,375.00 have been received from the Municipality to date.

Christal requested approval to pay 2 bills:

- (i) Moved by Marc, seconded by Myriam, that we purchase a one year advertising subscription with CK BizLinks for \$436.25 to include 52 social media ads and Dresden Christmas Kickoff in November and December. CARRIED.**
- (ii) Moved by Stuart, Seconded by Brent, that we renew the website hosting with GO Daddy in the amount of \$181.63. CARRIED**

**General Discussion:**

Myriam- will social media ads be on facebook? Christal- yes

Stuart- how much was spent last year on CK Bizlinks- Christal- approximately the same amount, but doing a bulk purchase will make it more efficient

Myriam- not all that expensive

Kim- try to promote our own page- Explore Dresden more. THamesville's page is very active and maybe being used differently

Stuart- will check with Sarah Crittenden about the "Dresden" facebook page

Kim- can community post on explore Dresden? Christal- no it is restricted to make sure content is controlled

Myriam- how many followers on Explore Dresden and Dresden? Explore Dresden- 1438;

Dresden- 883. Tyler- Dresden is a private group not a public page

**2. Correspondence**

Christal- Thank you note received from Kim and Marc for pointsettias.

**3. Old Business**

- a. Patio Pots- Union Block, Kimberly's and Babcocks confirmed they would like pots. Cost this year will be a \$50 donation pre pot. 28 pots in total are available.
- b. Banners- Liz reported that Banners are scheduled to go up on Friday, April 23<sup>rd</sup>. Liz and Tyler met to go over locations. Flower pot inserts will go up the end of May thanks to**

Myriam and Matt who have offered a lift truck to assist. 2 banners are available to be renamed (My Closet and Homestead Pub). Christal contacted both during the meeting and they confirmed their names could be “painted over” with new sponsors. Myriam asked how a business could sponsor a new banner. Action: Liz/Tyler will investigate the cost and potential of doing more for next summer

- c. Letters for sign Boards- Christal will continue to look into
- d. New Logo- if anyone has an idea, bring it forward.

#### **4. New Business**

- a. Mother’s Day Draw- Myriam asked how we would do this during lockdown. By consensus it was decided to use the Explore Dresden page to generate interest and to a “like, Share, comment” contest and do a live draw. Prizes: \$50 gift certificate and 2 \$25 gift certificates.  
Action: Myriam will do up poster and email it out for comment

#### **5. Additions to Agenda**

- a. Website- Action: Tyler will add Myriam as an administrator
- b. Myriam- is there a process to recognize new businesses? Christal- we usually do a gift at time of opening, but has been difficult during the pandemic.
- c. Newsletter- Myriam will start a monthly newsletter project to highlight events, new businesses, promotions, etc. Action: Brent will send Myriam the communication list.  
Action: Jamie will provide council highlights to Myriam for the newsletter
- d. CK Lifecycle Budget Items: Jamie reported the following projects have been approved in the Dresden area:
  - (i) surface treatment Brown west to Strathglass;
  - (ii) Arena- duct replacement, new LED sign, painting and pointing exterior, new compressor, new HVAC unit
  - (iii) Outdoor Pool- new roof
  - (iv) McVean Park- warning track installation, outfield perimeter fence, foul ball pole replacement
  - (v) Jackson Park- side fence and backstop replacement
  - (vi) LKCS Ball diamond- clay infield construction
  - (vii) Trails- municipal wide- ask for port-a-john if want one; reconstruction of trails that need it; promotional purchase of benches, other amenities; throughout community will have data collection of trail usage
  - (viii) Bicycle repair station- each community will have one as well as bicycle storage
  - (ix) Cemeteries- Bothwell/Dresden- installation of 5 benches
- e. Late fees for property taxes waived until August- Jamie
- f. SWIFT project- certain areas of Dresden will be upgraded to 50-10 Broadband- Jamie
- g. Tupperville Bridge will be open- Jamie
- h. Break-ins- Myriam reported on a number of break-ins in Dresden recently.
- i. ComeTogetherCK- Brent reported that there is a Facebook live on Thursday, April 22 at 7 with Meg Robinson moderating Randy Luckham and Lindsey Sutherland

- j. Tyler asked is new crosswalk being put in- **Action: Jamie will follow up**
- k. Town Hall Lights- Dresden Shines will come up with a policy for lighting up the Town Hall

**6. New Ideas/Roundtable**

- a. Kim- Could more benches be installed in the downtown area to help out food establishments? Myriam explained that Hib and Spoke installed a bench and got a permit from the Municipality (approx.\$68). Jamie suggested using the Together CK grant application process. **Action: investigate benches and grants.**
- b. Stuart- new garbage cans. **Action: Jamie will follow up with CK.**
- c. Liz- Thanked Jamie for following up with CK about the town hall 2<sup>nd</sup> floor windows. **Action: Liz will research possibilities for 2<sup>nd</sup> floor windows.**

7. Meeting adjourned 8:10 p.m.

New Ideas:

Usage of Explore Dresden versus Dresden private group

Monthly newsletter

Welcoming New Businesses

New benches

Together CK grant

Garbage Cans

Window coverings for Town Hall 2<sup>nd</sup> Floor