



PERSONNEL COMMITTEE

MINUTES

Held: Tuesday, March 26th, 2024, at 8:00am

Location: Council Chambers

Present: John McKenty, Krista Stead-Mackler, Dawn Bell, and Kelsey Dold

1. Call to Order

The meeting was called to order by the Chair at 8:06am

2. Disclosure of Pecuniary Interest and General Nature Thereof

There being none, the Chair moved onto the next order of business

3. Approval of Last Meeting Minutes

Moved by Krista Stead-Mackler

4. Unfinished Business

a. OBIAA Conference

→ April 28th-May 1st

→ Workshops Kelsey Dold will attend:

- MA2: BIA Board Session: Governance and the Community Board
- MP3: Creating Livable Spaces – Strategies for Public Space Utilization
- TA3: Beginners Guide to Effective Funding Proposals
- TP3: Engaging Your Main Street Community
- TP4: ChatGPT and AI Tools for Digital Marketing
- WA2: Overview of the 4-Point Approach to Downtown Revitalization in Ontario

b. BIA Website: Updating Business Profiles

- The business directory needs photos and business summaries to amplify the website
- Members to submit a clear, horizontal photo of their storefront, along with a 300-word maximum summary of their business
- Deadline to submit is April 24th
- Photos and summaries will only be updated once a year
- Exclude business hours
 - Kelsey Dold to add to April newsletter
 - Kelsey Dold to make a post in the forum
 - Kelsey Dold to post a reminder in the forum
 - Kelsey Dold to forward submissions to the Website and Graphics Consultant

c. Associate Memberships

- Dawn Bell and Kelsey Dold to deliver Associate Membership packages to the following:
 - BLD Homes
 - Metro
 - Anytime Fitness
 - NAPA Auto Parts
 - MyFm
 - Myra's Nails
 - MacEwen's
 - Prodecal

d. SPF

- Dawn Bell and Kelsey Dold met to discuss a plan to monitor finances
- All Coordinators to report on their budget lines at each meeting
 - Funds received, estimated expenses/quotes, and incurred expenses
 - Dawn Bell to attend the next SPF meeting to discuss
- Kelsey Dold to create a spreadsheet for tracking purposes and to share with Dawn Bell and the Chair of the SPF

e. 2023 Financials

- Will reevaluate once audited statement is complete

f. Policies and Procedures

- John McKenty and Sheldon Giff revised the Procedural By-law

- Being reviewed by the Town of Perth's Clerk
- John McKenty, Sheldon Giff, and Kelsey Dold to meet with the Clerk on April 4th to go through the revisions
 - Will then go to the Board and Council for approval
- Following its approval, a training session to be scheduled for the Board

g. Social Media Training

- Kelsey Dold to watch a minimum of one social media training video a week until completed

h. Spring Social

- April 18th, 5-7pm
- Kelsey Dold to inquire about using Coutts Coffee as the location
- 30-minute brainstorming session
 - Break up into groups in which have a Board member present in each
 - Let members know ahead of time so they can come prepared with some ideas/questions/concerns/etc.

5. New Business

a. New and Old Members

- Kelsey Dold to remove members from the forum immediately after leaving the BIA
- Kelsey Dold to continue delivering welcome packages to new businesses and film a 'Welcome to the BIA' video to post on socials
- Recognition and Condolences Policy being reviewed by the Promotions Committee
 - Will be presented to the Board for approval

b. April Newsletter

- Website updates
- International Women's Day social media content statistics
- Festival of the Maples
- OBIAA conference/office hours
- Kick-Off to Summer, including SPF fundraiser
- Spring Social
- Mother's Day and Father's Day content creation
- Trashurehunt
- What's new section

c. April Marketing Plan

→ Added content otherwise approved

d. BIA Gift Certificates

→ Incident in which a business disposed of used BIA gift certificates

→ Without the invoice number, Finance is unable to reimburse

e. Reposting on Social Media

→ Any posts seen by Board members that haven't been shared and believe should, forward to Kelsey Dold to upload

f. Vacation Time

→ Kelsey Dold will be away May 16th and 17th

→ Kelsey Dold to post this in the forum

6. Next Meeting: Tuesday, April 23rd, 2024, at 8:30am

7. Adjournment: moved by Dawn Bell at 9:59am