

MINUTES

Durham Improvement Area Exec. Meeting
Held on August 16, 2023 at 5:15pm.
At Éowyns, 149 Garafraxa St. S., Durham ON

Present: Doug Hutchinson, Connie MacEwan, Tim Dyck, Shannon McCord, April Barker, Blyth Ridgway, Kodey Hewlett

Regrets: Justin McCord, Susan Tremble, Amanda Sills

Agenda:

1. **Call to Order** Motion my by April seconded by Connie to have Tim chair the meeting, Approved.
2. **Approval of Agenda** Motion by Connie, seconded by April, Approved
3. **Declaration of pecuniary interest or general nature there of**
4. **Approval of Minutes from June, 2023 Meeting –** Connie made a motion to accept the May minutes, seconded by Shannon, Approved.
5. **Resignation** As per email from Steve has resigned his position as chair due to changes in his personal life. We will need to fill this position in the future.

As per the bank account and signing authority we need to have a new name added, April has agreed to be added as the second signature for the banking, Approved

6. **Business arising from previous Minutes**

Tim - BIA Good Neighbor guide – This has been given to a business that was having sign issues and seems to have helped the situation. Tim will forward this to Kodey - West Grey. Kodey will look into the bylaws as well as look into what other municipalities have done.

Bike Racks - There are 8 in total, Kodey confirmed that the Public Works employees will be installing them in the next few weeks.

Tim - Brochure – has been printed and available to anyone who wants/needs more to display.

Tim - Arts Fest – Was a great success. They had 2,500 form the BIA and 1,000 form West Grey, they spent 3,200 in total. All vendors were very happy with the turnout despite the rainy weather.

Food Vendor – Spanky’s was also very happy with the turn out.
The Silent Auction was well received and the performances were well attended.
Jennifer Norman – Durham Art Gallery helped support the Festival and felt that it was a success.

**Page 4 & 5 Report from Arts Fest.

Farmers Market – Our Market is continuing to grow, a few new vendors have been added which is great. Spanky’s has also been added as a food vendor. The new flags have finally arrived and will be used beginning this week. There have been a few issues with the barricades – Kodey will have the newly acquired West Grey signs added to the barricades to confirm this is an event closure. April will be looking after the music for the event going forward as Shannon has been juggling both the vendors, set up and clean up on her own, thanks Shannon and April!
In the future we may look at having reusable bags printed with the BIA/West Grey logo to be purchased at the Market.
In the future it would be nice to have some “Adirondack” type chairs set about during the market as well as a locked building to house the Market tents and signs.

7. **Municipal Update**

Doug thanks Shannon for all of her work in organizing the Market.

Doug let us know that the Waterloo/Laurier Economic Development and Tourism has a program that we can maybe tie into regarding help to with marketing to promote our tourism

September 5th there is a Zoom planning meeting regarding the empty lot on main St. Current owner is looking at building a “Dollar” type store on the ground level as well as 6 apartments. It is recommended that everyone attend this meeting.

**The Zoom link for the meeting - <https://us02web.zoom.us/j/89156262480>

8. **Treasures Report** No report

9. **New Business**

Connie - Confirmed Cornstalks and bows for fall decoration. Connie asked Kodey to please leave the four planters at the light corner so that we can use them for the Fall and winter decorations. Kodey will reach out to the West Grey team.

Connie Nutcrackers for Christmas – Connie reached out to “Ice River Springs plastic division and unfortunate they are not able to make the cylinder shape we need. Kodey offered to reach out to his suppliers to get us a price for them. This would be great as they are waterproof and should last for many years.

Frazzle Fest – Welcome to Blyth Ridgeway employed by the newly amalgamated Chamber. She confirmed that the Chamber is willing to take on the organizing of Frazzle Fest which will take place “Family Day weekend, February 17-19, 2024. She will give us updates in the future as she gets things organized. BIA really appreciates this as it was too much for us to organize. Blyth is also looking for volunteers to help with this event.

Halloween – Kodey/West Grey is continuing with this event. They have a free movie night October 4th at the Ball Diamond on the hill behind the Durham arena. Similar event as last year which will take place Saturday, October 28th 10:00am – 2:00pm. Kodey will keep the BIA updated as he progresses with the plans so we can be kept in the loop. He is also looking for volunteers.

10. **Correspondence –** none

11. **Next Meeting**

September 20th at 5:15 – Éowyn’s – 149 Garafraxa St S

12. **Adjournment**

April made the motion to adjourn, Shannon seconded motion, Approved.

ArtsFest 2023 BIA Report

submitted by Tim Dyck

Committee: Jennifer Norman (Durham Art Gallery), Barb Dyck, Geoffrey Shea, Anna Gruda.
Other representatives: Kodey Hewlett, Kimm Culkin, Robin Lind, Alison McDougall, Bev Falco.

Overall summary

The main location for ArtsFest was Mill Street (west end) in Durham. Other artists (7) demonstrated along Garafraxa street, and children's activities were at Veteran's Memorial Park. Durham Art Gallery hosted an evening party. Many people commented about "good energy vibe" at the Tent Village. All the vendors (16) were pleased with their interactions and the number of attendees. Reports estimate 200-300 passed through one or more of the locations. Artwork produced by the artists on the street was brought to the gallery for a silent auction and will be used on the townofdurham.ca website.

Location

Mill Street worked well and attracted attention from highway 6 travelers: a survey found attendees from London, Mount Forest, Fergus, Owen Sound, Kincardine, Brampton, Acton and even south of the border. Better preparing local residents will be needed next year. A parade with music and puppets rounded out the afternoon.

Budget

The budget of \$3500, total spent: \$3200.

Volunteers

A number of youth and a few Lions volunteered. Future years would need more funding, volunteers, and promotion.

Artists in the Neighborhood

This had lots of street engagement with pedestrians, and the Silent Auction 50/50 raised \$260 for next year. More artists will likely apply in the future, which will increase the level of competition.

Food

Glencolton Farm sold out a few times and had to restock. Spanky's was at the evening reception.

Music Performance/Art

- Concurrent art show was happening at Durham Art Gallery
- Studio A, buskers, Cousin Molly (kids), and puppet show. Barb and friends in the evening.

Some comments from participants:

Despite the drizzling rain in the afternoon, there was a steady flow of visitors to the Tent Village. A wonderful experience all around. -Zoe

We had lots of great engagement with the public at our bonsai booth. Our main objective was to promote the art form but we did end up selling more than expected. -Dom



It was a good experience. Lots of people inquiring. I gave out a few business cards. We need some potters, weavers, more jewelry makers. Paper mache fellow-amazing.

I was so thankful to have them supply me with a tent. - Deri

Just wanted to share that I talked with some people from out of town, one family was just driving through and stopped to see what was happening. They loved it. Told them about the beach and waterfalls. Worth noting that there were many out-of-towners. -Anna

