



## AGENDA

### **DOWNTOWN MIDLAND BIA BOARD STRATEGY MEETING**

February 2, 2023 – 5:30PM

Location: Southern Georgian Bay Chamber of Commerce  
208 King Street  
Midland, ON

Geoff White	Roberta Douglas
Cathy Tait	Joannie Petroff
Nicole French	Sarah Kenny
Megan Marchildon	

**CALL TO ORDER -** 5:41 PM

#### **Social Media Proposal – Cathy Tait**

30 hours per month - \$600 per month

Approved – Chamber of Commerce to manage social media.

*Nicole* – Questions if Cathy can be flexible with responses and to overall direction

*Cathy* – Absolutely

7 posts a week, one per day on rotating schedule.

*Cathy* – Leave them alone to run social try not to micro manage.

*Cathy* – We can revisit at 6 months to see how it's going.

**Guest Shelter Discussion – Joannie Petroff** – For discussion at a later date.

#### **2023 Strategy Presentation – Nicole French** – please refer to slideshow

- First Pillar discussion
- Worried about too much work for manager at first, do we help them as a working board?
- Worries about keeping organized are discussed
- Volunteers needed
- Working or non-working board discussed

Motion to adopt social plan with Chamber of Commerce was accepted. Sarah motion, Megan second.  
All 7 people voted YES - **Carried**