

# TV ads in future for the BIA

Television is the next frontier for the Midland BIA.

The BIA has weekly newspaper advertising and regular radio air time with its own jingle. Promotion of downtown Midland on a weekly basis is the next step, members were told at the Midland Business Im-

provement Area annual meeting.

The question of the ornamental nodes remains just that - a question. Before the annual meeting the board decided not to have a vote on the nodes as part of that meeting.

Information about the nodes will be given to BIA members, and a vote to keep or remove the nodes will be held some time within the next 90 days. Board of directors spokesman Ray McLarney said the nodes question is both a divisive and an emotional issue. The issue "is bigger than any of us thought," he said.

The 90 people at the dinner, representing more than 50 BIA members, received a glowing report on the BIA's health from McLarney. The Midland BIA is without a doubt the best BIA in Ontario, he said. Downtown Midland stands out "in a sea of sadness, degradation and wipeouts" in comparison with the commercial centres of other area communities such as Penetanguishene and Waubesa, McLarney said.

He also reported that a "real accord" has been reached between the BIA and the Parking Authority. Improved relations between the BIA and the Chamber of Commerce are "dangerously close." And McLarney was pleased to be able to introduce two members of Midland council sitting in the audience.

Financially, the BIA "couldn't be in better shape." The 1987 budget for promotion was \$70,000. An increase, of no more than five per cent, will be added to swell that figure in 1988, McLarney said.

Downtown Midland will be promoted during the Christmas shopping season on radio between Parry Sound and Owen Sound, at a cost of \$7,500. During that same period, \$3,500 of newspaper advertising will be purchased. Selection, service and the heart of the community is the promotional theme.

A downtown businessman whom the BIA board didn't realize was a member until quite recently, but who paid \$1,900 membership in 1987, complained that the enforced BIA membership did nothing for him.

Dennis Brabant, owner of the Bayshore Lanes bowling alley, received a public apology. McLarney said the board was derelict. Brabant was promised every consideration in being included in BIA promotions in 1988.

Meredis Place owner Jim Meredis urged his business neighbors to get to know and support each other. Personality and hard work is more important than money, he said. "Personality and feelings mean a lot."

John Stoddart joined Brenda DeRosier, Judy French, Shelly Gianetto and Ray McLarney on the board. Mike Collins, Ernie Cowden, John Gianetto and Sharon Park retired.



## Scanning the skies

Members of the Huronia Astronomical Society hold their meeting this week at the Wye Marsh Wildlife Centre. The group meets every other Tuesday, and this week

it's time to move inside for a film and general discussion. Shown here are club members Craig Stewart with a six-inch reflector and

Pete Davenport with a three-inch Schmidt Cassagrain telescope at the club's last observation night two weeks ago.



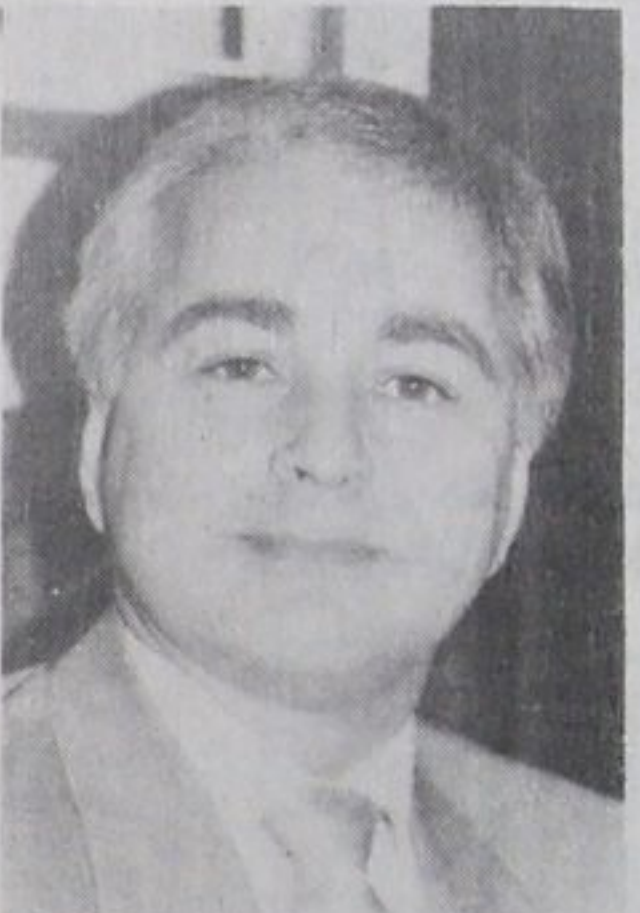
Judy French



Shelley Gianetto



Ray McLarney



John Stoddart



Brenda DeRosier

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