



APPROVED MEETING MINUTES

REGULAR MEETING OF THE UXBRIDGE BIA BOARD OF MANAGEMENT

TUESDAY, AUGUST 11th, 2015 6:30 p.m.

**LOCATION: BIA Business Centre (19 Railway St. at YDHR Station)
UXBRIDGE, ONTARIO**

PRESENT: Don Andrews, Susan Fumerton, Dorothy Jovkovic, Elaine Leigh, Sari Pandopoulos (Facilitator)

REGRETS: Councillor Fred Bryan & Robin Maclean

ABSENT: Councillor Gordon Highet

- I. **CALL TO ORDER** 6:30 p.m.
 - Approval of DRAFT Agenda
Motion by Susan & 2nd by Elaine **VOTE: CARRIED**

- II. **DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF** Elaine Leigh re: Print Media and Advertising

- III. **DELEGATIONS** - none

- IV. **ADOPTION OF MINUTES**
 - For meeting dated July 14th, 2015 with correction to the reference regarding Uxbridge Travel being at the Thomas the Train event. Change to be made as per Dorothy's email
 - Motion by Elaine & 2nd by Dorothy **VOTE: CARRIED**

- V. **PORTFOLIOS UPDATES**
 - Updated Project Planner sent to Board via email & to be included as attachment to meeting minutes

Administration

 - **Win This Space** – the rules which were originally created for the competition re-discussed & it was agreed that since the competition rules need so many edits & no longer apply due to expired date references then an DRAFT addendum will be created by the Facilitator and sent to the Board for review. It will be signed off at the next board meeting. The requirement for documentation from the winner was also reviewed and the same documents which were outlined originally will

be requested from the current winners also. The Facilitator has also arranged for an article to be written in the next edition of Durham Region's Agriculture newsletter which will help promote The Second Wedge & recap the positive WIN THIS SPACE program results.

Communication

- **Survey Responses** – The Facilitator had been asked to create a DRAFT which had been emailed to the Board for review. Once the Board has submitted edits then the Board will sign off on the final version so that it can be posted onto the website as approved by the Township.
- **New Businesses/Program Guide** - During the weekly BIA meeting the Facilitator asked to create a DRAFT of a BIA program guide. It had been designed and emailed to the Board for input. Samples of booklets were shown and discussed following which the Board agreed that the 16 page t format would be ideal & cost-effective. The Facilitator was asked to look into quotes for printing 250-300 copies/colour/2sided and finalize mailing costs. It was estimated that the costing would be approx. \$600. Revisions to the layout will include a BIA boundary map, along with highlighting the FREE member directory listing, the MOU needs to be highlighted & a timeline for the AGM. The Board also discussed that the guides could be delivered to members via walkabouts and copies would also be made available at the AGM.
- **Member Post Cards**- the Facilitator had been asked to look into the mailing costs for a member post card. Details about what info would be included on the post card were discussed and samples of size options were showed. The Board agreed that the longer sample (approx. 5x12 size) would be suitable and requested that the Facilitator look into quotes for the printing and also design a DRAFT layout for the Board to review. It was also suggested that we look into a sponsor to partner with us and help off-set costs. example: radio stations since they are also trying to attract member interest in radio campaigns
- **Associate Memberships** – the board discussed that this should be one of our goals for implementing in 2015 as it will be a revenue stream. Examples of businesses eligible for associate memberships include: contractors, radio station, trades people etc... It was confirmed that guidelines will outline qualifications and a disclaimer would clarify that Associate member businesses will only be sold to non-competing businesses which do not already exist within the BIA. It was also noted that no MLM (Multi- Level Marketing) would be included & that the Board would have final discretion as to memberships. The rate of \$500/year for an Associate Membership was discussed and the need to for a detailed value proposition which will outline what Associate Members received as part of their investment. It was also noted that the BIA by-law will require an update to outline Associate Memberships, a letter would also be needed for approval by Council, an online signup form would be needed added to the website, etc... It was suggested we look into OBIAA and the

Chamber of Commerce for membership programs. Further discussion will follow.

- **Events** - the Sidewalk Sale plans were recapped & it was confirmed that KX96 radio station will be set up to help promote that the 6-day sidewalk SALE. Newspaper ads had been booked in both the Cosmos and Metroland (Uxbridge Times Journal) & the papers had mentioned that merchants were not interested in booking ad spots to promote their own businesses. It was confirmed that the Tourism Trailer will be set up on site outside the YDHR gate. The Facilitator has also designed an I spy game (instead of scavenger hunt) since it ties into the Thomas event better and we can promote the books. It was mentioned that emails had been sent to several businesses at the bottom of Brock but no replies had been received so they appear not interested in participating, therefore, the I spy game will only feature top of Brock businesses. A sample of the coupon handout which Dire Consulting sold to member businesses has printed with savings available during the Sidewalk Sale so we can hand it out at the BIA booth to help promote the members who are featured in it. Rutledge Jewellers has been contacted to confirm the car show is organized & Scott has offered lunch to car owners who come to the event, it was also mentioned that Rutledge Jewellers will not be open Sunday's due to staffing problems. It was explained that Don or Susan will need to sign off on the inflatable rental since the Facilitator is not authorized to signed a contract & it was confirmed that the supplier had been advised that both the Township of Uxbridge & Uxbridge BIA must be noted on the certificate of insurance as per Township legal. A copy of the insurance been had emailed into the Township. The Supplier has requested assistance with loading and reloading the generator which they will supply as part of the rental agreement and they are requesting that the BIA supply an extension cord. Road barricades have been booked with the Township. It had been suggested that Tourism order t-shirts to supply the Tourism Ambassador Volunteers. One of the BIA tents/tables will be set up at the Parkette for music/artist use which may help encourage people to walk down all around Brock St. & to go to the lower Brock businesses. The balloon order will be been reconfirmed with the supplier who will be delivering them to the merchants, the yard signs & a banner have been ordered to promote the Sidewalk Sale.
- **Shop The Neighbourhood** – it was mentioned that OBIAA & Yellow Pages have again partnered to host this promotion. During the OBIAA conference, the Facilitator already signed up the Uxbridge BIA up as one of the Communities participating. Member businesses must sign up their own shops. BIA to promote it on the website under the Member Opportunity section & via our newsletter. Previously this promotion was the same day as the Uxbridge Santa Claus parade ,however ,this year it is at the end of November so Uxbridge can participate & possibly tie it into the Shop Local - Winter Promotion.

- **Shop Local Holiday Car Draw:** Options for the 2015/16 Shop local promotion were discussed. It was noted that the Car Draw promotion is the one BIA initiative which has the most member participation, from both up town & downtown businesses, as seen from the over 60 businesses who had ballot boxes last year. It was also noted that the number of ballots submitted by the community indicates that the promotion it is still very well received by shoppers. It was discussed that since the car had the promotion graphics on it that helped promote the shop local message and was very visible when it was around town, therefore, the board decided that the program would continue. It was discussed that some modifications to the program would be made as a result of member feedback so the timeline would be revised to have the promotion run from November thru December instead of into February like last year. As per discussions with the Township, the draw for the car would need to be held in 2016, not at the end of 2015, in order to reflect the budget accurately. The tender amount for the car was also discussed and agreed that \$14,000 would be allocated for the tender amount to purchase of the vehicle and that \$3000 would be allocated for advertising/marketing material. Since the draw would take place in the New Year the idea of hosting a blue Christmas theme was discussed which could then tie into a Got the Winter Blues Theme and shops could tie into host blue music, food, blue dot sales, etc... which may help in January & February when it's a slower retail time. Establishing this Blue theme as our annual signature event in January was also mentioned along with having ice sculptures and winter related décor. It was agreed that the marketing material would be changed to a blue theme and it would be changed from shop local to shop Uxbridge so it would be more inviting to residents from outside our area to come to Uxbridge where we are giving away a car. The Early Bird prizes which were added last year were very popular, with both the public and merchants, so we should look into expanding the draws so we have more winners which was also one of the suggested changes received on the member survey. The Facilitator was asked to create an event concept & plan to map out the timeline and email it to the DRAFT to the board for review. The promotion will be signed off by the Board at the September meeting. An email received from a member business regarding ideas for the car draw was also shared with the Board.

VI. MATTERS OF BUSINESS

- **Expense Update**
 - Dorothy presented the BIA expense recap on screen and it was noted that the funds from Art Happening still need to be moved to the Sidewalk sale and the additional \$1000 previously discussed would come from advertising or promotion as Dorothy will make the edits.
- **2016 Budget**

- the board discussed possibly hosting 3 or 4 events in 2016 as suggested by members on the survey
 1. The Winter Blues event could be held in January/February
 2. Summer Solstice/go GREEN event could be held in mid-June before school is out
 3. A Shop the Trails event could be held at the end of September to tie into the free Culture Days publicity available from the Government or then sometime in October. The goal is to have it become an annual Festival for our town, especially if other groups joined in to promote Uxbridge as the Trail Capital of Canada.

VII. **NEW BUSINESS**

- **GWTA Cycling event** – coming to town August 17th. The Facilitator had been on a conference call with the organizers whom had mentioned that they need an Uxbridge representative at the Breakfast on Tuesday since the Mayor and Township Councillors will all be off to another event the same day. The organizers also requested Uxbridge lapel pins which will be presented to the 10-12 VIP's. The event information had been shared with Elaine, the BIA/Tourism rep, who involved Councillor Pamela Beach & Michael Whiston. The BIA is to supply a list/map of the local restaurants that will be open on the Monday evening and can accommodate the cyclists. It was also agreed that Susan would attend as the BIA/Township rep and say a few words to the group and encourage them to return to Uxbridge for future visits.
- **Trestle Celebration** - the Board was advised of the latest trestle news and shown a sketch of a new Trestle info kiosk which is being planned for and built at the YDHR Station, just outside the BIA office window. The Board was also advised of a possible opportunity to purchase a shop Uxbridge (downtown BIA map) on one side of the kiosk. The Board expressed interest in hearing more about the design of the kiosk and the cost of the panel. Further discussions will follow once the Trestle Committee meets again.
- **Culvert Project** – the Board was advised of an email received from the Township which now expects the culvert construction to take place in early Spring 2018 as per Ben Kester. The information will be shared with BIA member businesses via the e-newsletter & the construction should be noted when planning the BIA's 2018 budget.
- **Revenue Stream** – it was confirmed that we now have a copy of the invoice on which the Shop The trails kraft shopping bags and other supplies were purchased however the Board will need to re-discuss the pricing to be charged for the sell-off of the inventory at the next meeting when more Directors are present
- **Shop The Trails** – it was confirmed that Sweet World Media is again planning the booklet for for this year and the proposed mail out is for December. Again this year, the BIA will receive a free ad spot in lieu of using the name which was originally started by the BIA. It was also

mentioned that further discussions should be had about possibly changing next year's booklet mail out date to September to tie into the Shop The Trails event being proposed for 2016

- **Tree Lights** – it was mentioned 3 trees are not working due to locked GFI boxes and that the windstorm also took down lights which appear to have not been installed properly since no previous problems were ever experienced with lights sagging from the trees. It was suggested that a follow up discussion be had with Groff Lightscaping prior to the invoice being approved for payment
- **Urn Complaints** – email letters of complaint which had been received about the colourful Bottom of Brock urns were discussed. It was agreed that the Township would be consulted for further direction.
- **MOU** – it was suggested that the Township Parkette which the lower Brock St. merchants have expressed an interest in beautifying be added to the MOU and talks with the Township. Discussions about lighting and the need for having a hydro panel installed on-site. It was mentioned that music has previously been set up in the Wixan's Bridge/CIBC parking lot, and not in the lower Brock St. parkette, because we have access to the Township hydro panel, whereas, lower down the street we do not so the location is therefore not often used.
- **Street Closure** – an email from the Township & Region was shared with the Board on which it stated that a Brock St. road closure would cost \$10,000. It was suggested that this information should be shared with the members on the survey responses since road closures were mentioned
- **Price Quotes**- an email from a member business requesting confirmation of how much the lowest quote the BIA received for a project. was shared with the Board. It was mentioned that the Township had been consulted as to the guideline for sharing pricing and that Debbie Leroux had been explained that the pricing can be shared.
- **Member support** – an email requesting support for a pin up funding campaign was shared with the Board and discussed. It was determined that the BIA newsletter will be used for sharing information, events and marketing opportunities, however, not for promoting funding requests.
- **Accessibility Survey** – It was confirmed that the OBIAA Accessibility Survey had been completed online on behalf of the Uxbridge BIA
- **Durham Festival** – it was confirmed that the Durham Festival is being held the same weekend as the Thomas the Train event so Tourism will have a booth at that event also. It had been suggested that Uxbridge's booth should showcase our town as the Trail Capital of Canada so Frankie's Restaurant had been contacted to supply \$500 in trail mix to Uxbridge Tourism which could be handed out to visitors as free samples.

VIII. **ADJOURNMENT 10:10 p.m.**

Next BIA Board Meeting: Tuesday September 8th, 2015