



APPROVED MEETING MINUTES

REGULAR MEETING OF THE UXBRIDGE BIA BOARD OF MANAGEMENT

TUESDAY, APRIL 14th, 2015 6:30 p.m.

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

PRESENT: Councillor Fred Bryan, Councillor Gordon Highet, Cheryl Hinzl, Don Andrews, Dorothy Jovkovic, Elaine Leigh, Robin Maclean, Sari Pandopulos (Facilitator), Ted Eng

ABSENT: Jennifer Stiles (resigned re: opening larger location), Sonya Yake (resigned), Andrea Stewart (resigned re: new real estate career opportunity outside BIA boundary area)

REGRETS: Susan Fumerton (re: vacation)

I. **CALL TO ORDER 6:31 p.m.**

Approval of DRAFT Agenda

Motion to approve by Elaine, 2nd by Fred – **VOTE: CARRIED**

II. **DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF** Elaine Leigh declared regarding print media and advertising

III. **DELEGATIONS - NONE**

IV. **ADOPTION OF MINUTES**

- February 10th, 2015 meeting minutes - Motion to approve by Fred, 2nd by Cheryl
- March 10th, 2015 meeting minutes – Motion to approve by Fred, 2nd by Dorothy

V. **PORTFOLIOS/PROJECT PLANNER**

- **Beautification** The tender for the flower basket watering program was discussed & a motion to accept the bid from supplier #2 (Tim Evans Landscaping) was made by Robin, 2nd by Dorothy - **VOTE: CARRIED**
- the tender for the replacement tree light service was discussed & a motion to accept the bid from supplier # 1 (Groff Landscaping) was made by Robin, 2nd by Cheryl - **VOTE: CARRIED**

- **MOU** (Memorandum of Understanding) The revised version of the MOU had been emailed to the Board for review prior to the meeting and they were now advised that the Township has confirmed back that the MOU was approved by Township Council and is therefore now a By-law. A suggestion was made to discuss the possibility of the new supplier helping to water the common areas along Toronto St. to ensure that those plants are also adequately watered. It was also mentioned that the government has now legislation that contractors must now show their credentials for the new ladder training requirement. It was confirmed that the MOU can also be added onto the BIA website to share the information with our members
- **Communication** The plans for the member survey were discussed & Cheryl advised the board that she has set up a Committee who are working on it. Members include: Ruth from Artistic Hair Salon, Yasmin from the Uxbridge Time Journal newspaper (Metroland), & Marilyn from Baldwin sales. The Committee has met once and are waiting for a database which is not updated. They are proposing to have envelopes with numbers/no names and might ask for a budget of \$100 for paper/envelopes. Their idea is to have the survey hand delivered which may take another month. It was mentioned that this process will help with cleaning up old emails and they are proposing a new BIA email address to confirm receipt of emails. A request was made that the draft of survey be sent to board and discussed at the next meeting. It was mentioned that the next newsletter should mention that the survey is coming which will make members aware of it
- **Events** – The Event Committee chair has now resigned however she sent in a letter mentioning some ideas and it was read to the board. Following which a discussion was held about who would oversee the event portfolio to get the planning underway. Elaine made a motion to hand events portfolio to the Facilitator, specifically from Thomas the Train event, which was 2nd by Fred - VOTE: **CARRIED**. It was confirmed that so far we had allocated a \$2000 budget for this event which is the funding allocated for the go green earth Day event which is not being held this year. It was agreed that the Facilitator would come back to the next meeting with an event plan. The Facilitator commented that she will also review the current workload and advise the board as to which portion of the event she can take on. It was also clarified that the Thomas event being held at the Train Station is being run by YDHR/Mattel & Hit Entertainment and it will be separate to any event that the BIA might do. Another event which is being host in May is The Ultimate Race being organized by Amanda Cawkner from Community Living Durham North and it will involve over 25 businesses who have jumped on board to be part of the race or donate swag bag items. Goal is to grow this event and host it annually each Spring so they BIA might look at partnering to help it grow since it involves so many members both uptown and downtown

- **Hiring Committee** The Facilitator job description had been emailed out to the Board for review prior to the meeting. A few more changes were mentioned in the meeting and a motion was made by Robin & 2nd by Elaine to accept it with the proposed changes. Facilitator will update the changes and send it back to Robin - VOTE: **CARRIED**

VI. MATTERS OF BUSINESS

- **Expense Update** A copy of the expense update was shown to the Board on the projector screen and discussed. Dorothy explained that current reports show that we possibly have \$4200 remaining, unspent, from last year which the Board could allocate to another category, possibly advertising/promotions. It was also mentioned that the budget sheet should be updated to show that we are moving the \$2000 go green budget and reallocating it to the Thomas the Train event, since go green is not being held this year. We should also reallocate the \$2000 shown for ART Happening since the event may not be happening this year. It was mentioned that the \$7000 is still pending for Win This Space. The Board was advised that The Second Wedge Brewery has a draft lease pending sign off for the former Sears space. It was suggested that a DRAFT letter to acknowledge The Second Wedge Brewery as the Win This Space winner should be created and it should restate the rules and conditions for receiving the funding support once they have signed their lease and opened for business. Feedback was heard about BIA bucks which Roane's Paint received as their prize not being accepted by all BIA businesses including some fast food restaurants - Boston Pizza. A suggestion was heard to mention the bucks on the member survey. The BIA Bucks ended up being redeemed at Sugar Fx.
- **Tourism Update** Elaine mentioned the Durham Tourism website business registry & app is available which we can add to the BIA website. The Cycle Tourism event coming to Elgin Park in August is also another member opportunity along with the Durham Festival which will have an Uxbridge booth and for which there will be a media launch May 29th. The Uxbridge Historical Centre is also hosting a History of Business & Industry event and wanted to know some of Uxbridge's oldest businesses so it was suggested they connect with Metroland/Uxbridge Times Journal since the newspaper has run a special section in the past. It was suggested that the BIA apply for special event funding support from Tourism to help with the Thomas The Train event which will attract 20,000 visitors to our town. It was also mentioned that the Tourism Ambassador training manual needs updating and that more business could be trained to welcome visitors
- **BIA Office Lease Renewal** Andrea who was the BIA Vice-Chair and has now resigned was working on finalizing the lease. The draft shows the office use as April thru December. Don will take on following up to finalize

it with the Township and a copy of the lease can be sent out to the Board when we have the final version. It was mentioned that due to the resignation of Andrea, the vice Chair role will be discussed at the next meeting so the position can be filled.

VII. NEW BUSINESS

- The Bar cafe & Market has signed a 2-year lease & will be hosting their Grand Opening on May 1st. Trish is the new owner and will be running it as an all organic store and café. Ted advised that his business Zephyr Organics is her main supplier and that he will be staying on the BIA board as a Director since he has a financial interest in the business
- The BIA Car Draw ballots need to be shredded so Gordon suggested that the Facilitator speak to Debbie at the Township to determine best way to handle it
- The CIP (Community Improvement Plan) will be worked on by Gordon and Elaine so notes will follow for the board at a future meeting
- Comments were heard that there is some interest and developments in the First Leaside building so further details will follow when available

- Meeting Adjourn 8:58pm

VIII. ADJOURNMENT 8:58 p.m.

Next Board of Directors meeting – May 12th 6:30 p.m. at the BIA office