



APPROVED MEETING MINUTES

REGULAR MEETING OF THE UXBRIDGE BIA BOARD OF MANAGEMENT

THURSDAY, FEBRUARY 10th, 2015 6:30 p.m.

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

PRESENT: Susan Fumerton, Don Andrews, Andrea Stewart, Dorothy Jovkovic, Robin Maclean, Ted Eng, Sari Pandopulos, Elaine Leigh, Cheryl Hinzl

REGRETS: Sonya Yake, Councillor Gordon Highet, Jennifer Stiles

ABSENT: Councillor Fred Bryan

GUESTS: Jim Byers, Joanne Stamatopoulos

I. CALL TO ORDER 6:30 p.m.

- **Approval of Revised DRAFT Agenda** Motion by Andrea – 2nd by Susan 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

- meeting minutes dated January 13th, 2015 were revised to correct spelling Motion by Andrea - 2nd by Robin **Carried.**

V. PORTFOLIOS/PROJECT PLANNER

- The conflict of interest guidelines as outlined in the BIA procedural by-law were reviewed to help ensure that Directors understand when to declare a pecuniary interest. It was pointed out that any direct or indirect interest must be disclosed. Edits to the bylaw are underway and this section will be revised in the by laws. The intention of the revision is to clearly state the definition of pecuniary interest. Our current by law dictates that a person who declares pecuniary interest related to a specific matter will be asked to leave the room and not participate in the discussion. The director can not vote on the matter for which they declared a conflict

- Following discussion, Cheryl declared that her businesses Red Hot design and Sugar FX will not be quoting on BIA board business while she is a member of the board as in she considers this a conflict.
- The Board was advised that Chris Auger had emailed in a letter of resignation due to family situation which requires his time. Sari will advise the township of Chris's resignation. There was a discussion about filling board vacancies.
- Cheryl indicated by email that she would like to be on the Beautification portfolio and it was assigned to her at the January meeting however now she would rather chair the membership portfolio. Ted motioned that Cheryl be appointed the Chair of the membership portfolio and 2nd by Dorothy. Discussion. **Carried**. Andrea motioned to remove Cheryl as the Chair of Beautification and was 2nd by Susan -Discussion **Carried**
- The Facilitator has created a DRAFT Watering Tender & sent it into the Township for input. A copy was circulated for the Boards review and will also be available electronically. The goal is to post the tender in the newspaper and on the Township website in March and for the board to review the options during our April meeting. At that time we will select a supplier so that watering will be in place for June when the hanging baskets are to be set up by Otter Greenhouse
- it was also mentioned that the project to restring the tree lights should be reviewed soon and a draft tender should be discussed at the March meeting to get this underway in the spring before the trees have leaves
- the BIA's MOU with the Township was also discussed and it is in draft format. Susan and Don to meet with Township staff in 2 weeks. A copy of the DRAFT will be circulated to the Board before its finalized and submitted to the Township as approved
- Discussion took place surrounding maintenance plans for the new gateway sign. It was noted that a BIA member's email asked questions about any phase 2 plans. The Board will request that Gordon discuss the project with the BIA Member and recap the cost/ budget and the partnership with the Township. A question was also asked about sign insurance.
- Advertising & Promotion discussion required Elaine to leave the room .The board was shown the new forms which the Facilitator designed to show all the media options. The form had already been sent out to local suppliers via email to request that they complete the form. Some suppliers had already returned their rate sheets and others had been met with to try to compile information about the options which the board can review and then decide upon for 2015 advertising and promotions. The board would like the Facilitator to present the various options during the upcoming monthly meetings so that the board can hear more about the choices available. It was clarified that some ads will promote the BIA member directory like previously done in the Discover Uxbridge guide and other advertising will arise to promote events for which the event committee will submits a marketing plan and the board signs off. A discussion was also

held about the BIA renewing the inside front cover ad spot in the Town Talk magazine which enables us to offer our members the opportunity to receive for a special rate to be on the group page. Following the discussion, Andrea motioned that the BIA continue the ad spot for 2015 which was 2nd by Susan – **carried**

- The Board discussed events and identified that there will be some opportunities that arise like Rib Fest, Fall Fair, Cycle Tourism, etc... These events will be considered BIA Member opportunities. Upon notification of an event, we can encourage our members to get involved to promote their business or set up a BIA tent and offer various businesses the opportunity to man the tent and interact with the community. The board wants to review each opportunity as they arise and then determine a roll out plan to the members and provide Cheryl with planning notes
- Jennifer, Andrea and Sari attended a meeting to hear more about the Huck Finn event that has previously been sponsored by the BIA for \$1500. A brief recap was provided and BIA businesses are involved with various involvement including the participant ribbons which Blue Heron and Presents Presents hand out prior to the event, Zehrs is the food suppliers, Canadian Tire and Metroland Media/Uxbridge Times Journal are organizers along with the Township, MNR(Ministry of Natural Resources) etc...the BIA could set up a booth/tent and offer members the opportunity to attend and interact with the families and also coupons & items for the loot bags which all the kids receive would be welcome from BIA members. A scavenger hunt or theme day for the businesses could possibly be added downtown to tie into the event so the event committee will review the opportunities and bring forward ideas for the board to consider and discuss soon as the Huck Finn day is fast approaching in April
- The August event which YDHR will be announcing shortly will bring 20,000 visitors to Uxbridge on an annual basis during the last 2 weekends in the month. The event has not yet been announced publically however a few Directors had noticed that it was Thomas the Train who was mentioned on the Township's Event Calendar. Everyone expressed the need for the BIA event Committee to come up with ideas to tie into the event and attract the visitors to our business community so the Committee will be asked to present a plan for discussion at the next meeting.
- A possible revenue stream of adding Associate memberships to the BIA website was discussed. They could be offered to non-competing businesses which do not exist in the BIA membership like landscapers, general contractors, golf clubs, accommodations etc... who wish to purchase a listing on the BIA directory. There was discussion about home based businesses and about the businesses being located within the Township of Uxbridge. More work needs to be done to define this further and the Board will need to re-discuss and assess the concept further
- A membership survey is already in the plans and time has been spent looking into other communities survey questions/results which helped formulate our draft version. It was requested that footnotes be added to

the draft to reference the other communities and a copy of the draft will be sent out to the Board for input

- hosting workshops at the BIA office as a possible revenue stream was also re-discussed and it was mentioned that delays in establishing workshops in the building resulted from the issues with heating and lack of winter maintenance of the parking lot and walkway. The office space lease expires April 30th so it will be re-discussed with the Township and the agreement restricts uses for the space so they will be addressed to determine if it might be possible to have members set up pop-up shops at the office to engage the train passengers. Once the lease has been re-discussed with the Township it will be reviewed by the Board and a suggestion was made to consider renting space in a Township facility to host workshops which would benefit members however workshops would best be held in the BIA office since the space is being rented for storage and board meeting use. To assess member interest in attending workshops it was suggested that we add a question onto the survey so Cheryl and Sari will meet to discuss and plans for the membership portfolio will be further discussed at the next meeting
- NO updates about the Community Improvement portfolios were given as Elaine and Gordon have not yet met to discuss
- the Hiring Committee has not yet met however they have been sent the Facilitator contract, job description & previous job posting so that staffing plans can be made since the contract expires in September
- the Procedural Bylaw committee has already met and worked on edits to the documentation and changes which were identified as a result of the election will be considered including the need for details about proxy voting. Once the revisions have been made the draft bylaw will be sent out to the Board for further input and the board will discuss it further at upcoming meetings before it is submitted in for Council approval
- the Tourism portfolio was discussed and in addition to the regular monthly Tourism meetings there will also be a Central Counties Tourism workshop which will be hands on and require several hours of work to help formulate the Tourism study which Uxbridge Tourism voted & approved at the end of last year. It was also confirmed that the BIA, YDHR and Township have already met to discuss a plan to acquire a tourism student through a summer employment funding grant and have them work at the office which will help to keep the office open to the public on a more regular basis. It was also mentioned that the BIA had been in talks with the Trail Committee and attended several meetings to stay involved in the Trestle Project. It was mentioned that the previous Board had considered hosting a fund raiser to help create Tourism interest in the Trestle since it is located in the BIA boundary area and would help the member businesses which are located around Main St. where the trestle entrance to the Trans Canada Trail is located and that the BIA be involved in the grand opening this year and in 2016 when the Trail Committee & YDHR are planning to host a special V.I.P train trip from the city up to Uxbridge.

VI. MATTERS OF BUSINESS

• 2015 BUDGET

- the Township just confirmed back via email that the draft budget we previously submitted into them is an acceptable format and no revisions are required. The next step is for it to go before Council and be signed off

• Expense Update

- Dorothy circulated the 2014 expense report and it was advised that the Township has confirmed that they will be able to process the 2 outstanding 2014 invoices as part of last year's budget and there is an outstanding reimbursement cheque still to come from Central Counties Tourism however it will show in 2015 since we still need print screens of each invoice to be submitted as proof of payment before we are reimbursed. To help clarify the invoicing handling process it was confirmed that a copy of each invoice and cheque requisition is coded, signed off by the Chair/Vice-Chair and also copied so that one copy is submitted into the Township for payment processing and the other copy is given to Dorothy to file in a BIA invoice binder and to use for creating the tracking reports which the Board receives during the monthly meetings. The binder with all the invoices and cheque requisitions is available at each board meeting should the board or members wish to review it. The board was advised that a new form has also been created to document the invoice approval process and help make it more transparent. The process lists a Treasurer role however prior to implementing that new role the BIA would need to have it approved by the Township and also added into the BIA procedural bylaw so it was suggested we seek input from Gordon and Fred and look into alternate titles before we finalize the documentation. There has also been talk about possibly having the invoices & cheque requisitions coded and approved online by the Chair, Vice-Chair and/or Treasurer which would improve the process so a copy of the draft will be sent to the Directors for review
- discussions have also been underway with the Township about the possibility of the BIA having petty cash on hand which would be used to reimburse members for BIA bucks which they receive from shoppers since the Facilitator is currently paying out of pocket and then completing a cheque requisition to be reimbursed for the funds. Once the process has been finalized it will need to be written out so the documentation is available

•

VII. NEW BUSINESS

- the Township is looking for a BIA Director to join Uxbridge's Economic Development Committee so Andrea expressed possible interest
- the 2015 OBIAA Conference registration is now open and that there are various workshops to choose from plus the BIA will be participating on a

speakers panel to share our WIN THIS SPACE experience with other BIA's who have expressed interest in launching a similar competition in their town. OBIAA is also looking for award entries so Uxbridge's Win A Car promotion will be entered in so we be paying a \$40 entry charge

- the high school has offered the BIA a co-op student however the student is interested in graphics arts and since the BIA has not yet decided on any events or any advertising we would not have enough work to keep the person busy designing our marketing material since they are also looking for a full day co-op covering 2 periods. The school was given the contact info for several BIA businesses in the graphics field who might be able to accommodate the student and we advised the school that if they have a marketing or event planning student we would like the opportunity to interview that person. The Board was advised that the Facilitator is flexible to help accommodate the students work hours however they also need to make plans for accommodating the student during the Facilitators absences/vacation
- Another BIA business has been acknowledged on the BIA face book page to congratulate Sue Bennett from Bennett Design for being recognized with an award from Enterprising Women Magazine
- Accessibility Workshop which was previously postponed has been rescheduled for March 4th
- Opportunities coming up in November include Shop The Neighborhood which is promoted by OBIAA and hosted by Yellow Pages who supply BIA's with all the marketing material to distribute to member businesses and also offer the businesses free website listing but to participate the businesses must each go online to sign up and be listed on the map as part of the promotion
- also underway is a Santa Claus parade planning meeting so there details will be shared once available
- the Car Draw is set for Feb 16th and volunteers are needed for picking up the Ballot Drum from Canadian Tire, for going around town to pick up all the ballot boxes from the businesses and for everyone to come attend the draw and congratulate the winner during the Family Day Skate at the Arena
- the Home Tour was once again mentioned and it was confirmed that Uxbridge Rotary will be organizing it so it was suggested that we get in touch with them to express our interest in having our member businesses participate and help make it successful
- Comments were shared about the Barton Farms Easter Egg hunt which attracts 1000's of people so it was thought that perhaps the BIA should consider hosting one since other BIA's also host Easter events which are very popular. Jennifer will be advised to have the Event Committee consider some options and bring back ideas for the Board to consider
- Snow removal bylaws were questioned since the Region has apparently been removing snow from in front of residential properties in the downtown core but not from in front of commercial buildings. Ted

motioned to send a letter to the Township to request that they enforce the snow removal bylaw in front of the businesses which was 2nd by Cheryl and Cheryl mentioned that Joel from Frankies, Merry Maid, Check It Out and others have all commented on the lack of snow removal which impacts accessibility. Comments were also heard about the lack of snow removal in front of the former Branching Out store/Remax area and up around the Canada Post location

- a question was asked as to the two audience questions during the budget presentation to Council. A member of the public asked why the watering is not done by the Township and another member of the public asked if the BIA can lease a car instead of purchasing one for the car draw

VIII. ADJOURNMENT 9:20 p.m.

Next Board of Directors meeting - March 10th at 6:30 p.m. at the BIA office