



## **APPROVED MEETING MINUTES**

### **REGULAR MEETING OF THE UXBRIDGE BIA BOARD OF MANAGEMENT**

**TUESDAY, JUNE 9th, 2015 6:30 p.m.**

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

**PRESENT:** Don Andrews, Dorothy Jovkovic, Elaine Leigh, Robin Maclean, Susan Fumerton, Councillor Fred Bryan, Sari Pandopulos (Facilitator)

**ABSENT:** Councillor Gordon Highet

**RESIGNED:** Cheryl Hinzl (Letter submitted & response to be discussed at July meeting)

**REGRETS:** none

**GUEST:** Councillor Pamela Beach

- **CALL TO ORDER 6:33 p.m.**

- **Approval of DRAFT Agenda**

- Motion to approve by Fred, 2<sup>nd</sup> by Susan – **VOTE: CARRIED**

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

- **DELEGATIONS** - Trestle Celebration (Sari Pandopulos)

- Powerpoint slide show of Presentation had been emailed to the Board in advance of the meeting

- Trestle Celebration ideas and partnership opportunities were discussed

- Name Plaque Fundraiser project to be supported and to have the Facilitator find out costing – motion by Fred 2<sup>nd</sup> by Elaine- – **VOTE: CARRIED**

- The Mural Project will be discussed further at the next meeting

- **ADOPTION OF MINUTES**

- May 12th , 2015 meeting minutes - Motion to approve with changes made as submitted by Dorothy re: budget – made by Fred, 2<sup>nd</sup> by Susan – **VOTE: CARRIED**

- **PORTFOLIOS/PROJECT PLANNER**
  - Project Planner emailed to Board in advance of meeting & to be included in the meeting minutes
  - It was mentioned that the BIA should appear before Township Council to provide a project update. The Facilitator was instructed to create a DRAFT power point presentation for discussion on Thursday during the weekly meeting with the Chair & Vice-Chair
  - It was mentioned that the Facilitator contract needs to be retyped since there is only a PDF file available. The Facilitator will request that the Township retype the document in a word format which can then be edited
  - It was noted that we had confirmed that the BIA Board does have Directors Insurance as per the meeting with the Facilitator, Don, Debbie Leroux & The Township Lawyer, however, the Board requested that we request a written confirmation
  - **Beautification**
  - Otter Greenhouse planted & hung the BIA Flower baskets. The watering supplier, Tim Evans Gardening, is now looking after the maintenance. The expectation and tender were discussed as concerns have been expressed about the inadequate watering which the hanging baskets appear to be receiving. Ongoing follow-up will be required to ensure the health of the plants.
  - It was pointed out that the Common Areas had not yet been planted so a follow up with Otters will be needed to determine the plans & the invoice for the purchase of the plants will be made after these installs are done
  - The tree lights had been sourced locally and purchased from Uxbridge Canadian Tire. The lights had come into the store so the Facilitator had been instructed to pick them up since the supplier (Groff Landscaping) was unavailable. Repeated requests via phone & email have been made to confirm an install date, however, no dates have been confirmed back. The Board discussed the possible need to use another vendor if the current supplier is too busy to handle the installation project
  - The solar lighting for the Welcome to Uxbridge sign was mentioned and will be addressed during the 2016 budget talks.
  - Ordering an additional 5 BIA branded banners & 5 holiday banners was mentioned and it was noted that they were part of the 2015 budget. The need for the supplier to use safety clips/tie straps to secure the banners was stressed as several banners across from McDonald's are missing and appear to have come down due to the wind. Only a few of the banners have been turned into the Township or retrieved, therefore, the BIA is going to incur additional costs for banner replacements if this problem is not resolved. An email will be sent to Shear Display to convey the need for safety straps for every install.
  - **Communication**
  - Comments were made that communication & teamwork with the Township has been very good!

- the BIA member survey had been created & sent out via constant contact not survey monkey, as originally discussed since it had our email database and did not need to be exported. The reporting generated by the system was shown to the Board using the projector and discussed. It was confirmed that a reminder had been added on the township page of the newspaper, onto the BIA website and onto facebook. Surveys would also be available at the budget Open House and printed copies are available at the township. The Board wants to continue to promote the survey in an effort to get more members input. The results and phase 2 plans will be re-discussed at the next meeting. Another report is to be run for the June 23<sup>rd</sup> budget planning meeting
- **Events**
- Thomas the Train Sidewalk SALEbration plans were discussed. The train handout was discussed and 2 options were presented , either the BIA sells the ad spots as a revenue stream or Dire Consulting sells the spots and make the money. The Board decided that the BIA will not sell the spots so Dire can do it. The need for manpower to supervise the Uxbridge Tourism Trailer as a welcome booth (Station #1) was discussed and it was determined that the BIA will not take responsibility for the trailer since we are not equipped to move the trailer each day over the 6 day event and because we do not have adequate manpower to man it each day. It was agreed that Amanda needs to be advised so alternate plans can be made.
- It was also confirmed that the BIA has looked into the possibility of purchasing some Thomas The Train banners and they discussed had been held with Amanda & Uxbridge Tourism who are eager to partner with the BIA and have offered \$1000 funding support. In order to purchase the banners both the BIA and YDHR would each need to offer \$1000. The \$3000 would enable us to cover half of the poles around town so we could possibly alternate Thomas banners with Canada Day banners. & we could use them year over year, not just one time, since this event will be in Uxbridge each year. Susan made a motion to support the purchase of Thomas The Train banners with \$1000 to the partnership which was 2<sup>nd</sup> by Elaine. – **VOTE: CARRIED**
- It was mentioned that the BIA could create an event marketing kit to share with member businesses and include a Sidewalk Sale poster, event plan ideas sheet etc... in an effort to get everyone on board to participate
- **MATTERS OF BUSINESS**
- **Expense Update** Dorothy provided the 2015 expenses to date report for the Board to see on the projector and the Board discussed the details. It was also explained that the Township has now confirmed the 2014 surplus as \$5818 so it will show as a carry over. Dorothy explained that Donna Condon ( Township Treasurer) recommended that the BIA should not allocate the surplus to a specific category, but rather keep it as revenue. It was also confirmed that some sponsorships from 2014 remain unpaid and will therefore be debited back. It was also mentioned that the

Township had questioned the need for the BIA budget tracking and that it had been advised that our tracking enables the BIA to see more a more current expense recap during our monthly Board meetings since the Township reports are not timely enough for the Board

- **Budget Update** Several dates for the members to offer 2016 budget planning input have been planned. The 1<sup>st</sup> BIA 2016 budget open house had been held during the daytime on June 2<sup>nd</sup> (9-5 p.m.) during which only a few people stopped in. The 2<sup>nd</sup> Open House is set for in the evening on June 18<sup>th</sup> from 4-8 p.m. and the Special BIA Board Budget meeting is set for June 23<sup>rd</sup>. All meeting dates have been promoted via the website, e-newsletter, social media and via the newspaper.
- **Community Guide** The Board was advised that the Fall edition of the Uxbridge Community Guide is now booking ad spots. It was recapped that the Board had previously voted not to run an in the Spring edition and following discussion the Board did not wish to run an ad in the fall edition either since we had not budget for it
- **Marketing Material** The Board was advised that YDHR was wondering if we plan to update & print the BIA business directory which they handed out to all the train passengers last year. The Board was shown a copy of last year's handout and Susan made a motion to print 1000 copies, 2<sup>nd</sup> by Fred. – **VOTE: CARRIED**
- **WIN THIS SPACE** The Second Wedge Brewery investors have put in an offer to purchase the property on Victoria St. however it requires a variance approval by Township Council so it is on their agenda for tomorrow
- **BIA office** The Board was advised that the BIA office will again be used by Train passengers each weekend since the YDHR tourism season has begun and that a Birthday party was also held in the Board room last week. It was suggested that YDHR let the BIA know of any room uses.
- **BIA supplies** the Board was reminded that there are still boxes of shopping bags and tissue paper etc... being stored from the Shop The Trails Christmas shopping event which was held a few years ago. The Board agreed that the items could be sold off.
- **Event Feedback** The Ultimate Race which involved several BIA businesses had been held and the feedback from Community Living was very positive. The goal is to continue to grow the event and the BIA should consider this partnership opportunity when planning the 2016 budget
- The Museum is hosting a Car Rally so the info is on the BIA website
- BIA Booth discussed for Ribfest, Fall Fair, etc.... Comments were shared that the BIA has no man power to setup off site locations, not a smart spend of resources since event are not in BIA area & often involve outside suppliers selling onsite instead of local businesses, survey results related to events were mentioned
- Tourism Ambassadors training if being offered by the Township on June 16 at the Arena in conjunction with Central Counties Tourism. It was

mentioned that the BIA should continue to offer more training to businesses and Community Cleaning was suggested as a possible location & getting involved with the Farmers Market was mentioned

- The Road Closure policy was mentioned & noted that the process should be documented to confirm that the event organizer will be responsible for notifying businesses once approved by the Township and/or Region. IT was suggested that this be added into the BIA/Township MOU along with in the BIA bylaw revisions

- **NEW BUSINESS**

- Latest Win this space news was shared & the board advised that The Second Wedge is set to appear before the Committee of Adjustment & Don will attend on behalf of BIA
- Rutledge Jewellers beautification initiative was discussed & it was mentioned that the removal was requested by Durham Region as a result of safety concerns and pre-approval for the install had been in approved
- The Township tender process was mentioned and questions were asked as to the policy around "lowest bid" as identified by the Cosmos newspaper when bidding for the Township page. A reply is pending from the Township legal dept so the topic will be re-discussed
- The BIA urns at the park yard were discussed. Fred made a motion that 9 urns will be repainted, 5 of which will be used for the BIA office/Train Station & filled with soil and flowers & 4 sold as revenue stream which was 2<sup>nd</sup> by Elaine. **VOTE: CARRIED** Sell of urns to be put into the newsletter as available. The remaining 6-8 black urns which are set for disposable were discussed & the board approved Frankie's Ristorante's request to pick them up & refurbish them.
- Positive momentum of board moving forward to hear about projects and making plans
- Tourism supports BIA and pulling together enthusiast
- YDHR Thomas Train tickets to be received from YDHR & used as a sidewalk sale prize. Also YDHR is not using volunteers as originally planned but rather hiring paid staff to assist with parking & event support
- BIA website hosting concern mentioned & the importance of owning our domain discussed. Plans are to send a letter to ask about 2016 plans & confirm in writing so we can budget accordingly.
- possible 2016 community initiative (bike racks)
- Township confirmed that the BIA office/Train Station will be receiving gravel

- **ADJOURNMENT 9:31 p.m.**

SPECIAL BIA BOARD 2016 Budget Meeting: June 23rd, 2015

Next Board Meeting: July 14<sup>th</sup>, 2015