



APPROVED MEETING MINUTES

REGULAR MEETING OF THE UXBRIDGE BIA BOARD OF MANAGEMENT

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

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

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

ABESENT: Councillor Fred Bryan

- I. **CALL TO ORDER** 6:33 p.m.
 - Approval of DRAFT Agenda
Motion by Robin & 2nd by Susan **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 June 9th, 2015
 - Motion by Susan & 2nd by Robin **VOTE: CARRIED**

- V. **PORTFOLIOS UPDATES**
 - Updated Project Planner sent to Board via email & to be included as attachment to meeting minutes
 - **Beautification**
 - tree lights partially completed, problems at Mac's & MT Hanger phoned into advise Groff of problem. Groff had been into pick up the GFI box key from Susan so the balance of the tree light project should be completed shortly. access wanted & key needed. Township has confirmed that some new trees are being planted along Brock St. in September since some were cut down due to infestation problems. Invoice from Groff is required & will be processed for payment once the project has been completed
 - flower baskets: invoicing requested from Tim Evans so that monthly payments can be made. Also another flower basket was requested

& installed near Uxbridge Oral Surgery so Tim had been made aware of the additional location needing watering

- it was mentioned that the MOU had been reviewed and it may be possible to partner with the Township for the purchase /install of Solar Lights for the Gateway sign in 2016. To proceed, the Facilitator will look into lighting options and get quotes & it was suggested that we check with Ben at the Township to confirm if he has any supplier suggestions. Once pricing has been confirmed then the BIA could submit a letter of ask into the Township for their 2016 budget consideration
- NEW Thomas the Train Banners had been ordered & were in production. The billing had been discussed with the Township & it is best for the BIA to pay the supplier and then charge a \$1000 to Tourism & to the YDHR so that the BIA retains ownership of all banner inventory. The invoices will be coded to the sponsorship GL.
- The Board discussed the installation location of the 25 new banners & decided that even thou there are only 25 available this year we should still install them around the whole BIA and have some located uptown along Toronto St. and some located downtown, possibly alternating to every other pole. The Board was advised the supplier had explained that there could be additional charges to install some on the poles along Toronto St. since they are not part of the Studio Tour banner change out which only includes Downtown. The Board agreed that even if the supplier charges extra to install some of the banners along Toronto St. then the BIA would pay up to \$400. Additional Thomas banners could possibly be purchased again next year to increase the quantity & create more of an impact to tie into YDHR's Thomas event & BIA's Sidewalk Sale. The banner quote process was discussed with regards to the Township Policy for Ladder Safety Standards & it was decided that a disclaimer would be added onto all future banner quotes to ensure that the suppliers are in compliance with the legislation
- Any email about the First Leaside property being left in an un-kept condition had been received and it mentioned that it mentioned that it is against the Township bylaw
- Comments were made that the flower baskets are now looking very nice & it should be mentioned to thank the supplier. Watering for 2016 was discussed and Otters may again be asked for input prior to creating our tender to ensure that our specs meet the needs of the plants. It was also suggested that a letter of ask be sent into the Township to again request a partnership for the watering services. Draft of letter to be reviewed by Board prior to submission
- **BIA Council Presentation** – the Powerpoint presentation had been created by the Facilitator and sent to the Board in advance. Don, Susan, Elaine & Sari went to the Township where Don presented the BIA update to Council & the presentation went very well. Two

questions were asked: Jack Ballinger wondered about the possibility of additional urns for downtown & the Mayor wondered what is being done about the trees which appear to be dying around Town. Following the meeting at the Council, the Facilitator emailed a copy of presentation to the media partners in case they wished to print any of the information or ask questions. Council was advised that the BIA would be submitting our 2016 budget into them for review in the Fall & that we had already held 2 budget open houses for our members and also had a special 2016 budget meeting to plan our upcoming initiatives.

- **Flower Urns** the urns which had been approved for sale have now been sold whereby generating \$300 revenue. The recycled urns which had been allocated to Joel for the Lower Brock merchants were picked up, painted and installed. Install along the interlock area was approved by Ben Kester via e-mail, however, no pre-approval for securing the urns to the pavers had been requested by the merchants. Ben had instructed that the merchants must remove the urns by November so the email was sent to everyone involved.
- **Shop The Trails** the left over supplies (kraft shopping bags, tissue paper & rolls of raffia ribbon) which had been stored at Coldwell Banker had been picked up & approved for sale. They have now been sold off & the invoice will follow once the billing amount has been confirmed with the Township since they are looking up the old invoice from 2012 or 13 purchase.
- **WIN THIS SPACE** – it was confirmed that the location at 14 Victoria had now been leased & that the Second Wedge had negotiated several months rent free so they would not start making lease payments until January 2016. As a result, the BIA will need to budget the WIN THIS SPACE funding support from the 2016 budget. The BIA needs to review & resend the rules along with a letter of confirmation for the funding support & payment process. It was mentioned that now that the space has been leased the BIA will order the WIN THIS SPACE window sticker as previously discussed & approved during the March Board meeting. The BIA will also send out press releases to recap the program & acknowledge the 3 awards Uxbridge has won for this initiative & highlight that our competition sparked interest from several other towns BIA's who are copying our model and rolling out the initiative in their towns
- **New Businesses/Program Guide** - it was suggested that the Board consider having a BIA program Guide created which would outline all the BIA roles & responsibilities and help welcome new member businesses to understand what the BIA does. It would also help educate existing members about the BIA programs. It was mentioned that several new businesses had opened in Uxbridge including: MT Hangers, Theme Promotions, Perla Dental, Uxbridge Medi Spa, 19 Brock St.(Former Sue Sue Boutique) has been leased,

other Dental place on Toronto St. etc...). The Guide could be distributed to members at the AGM in November so a DRAFT will be created and sent to the Board for review

- **Office Lease Renewal** – It was mentioned that the Office space lease is still pending finalization so Don will sign off to renew the agreement for 2016 as discussed. A problem had been brought to the attention of the Township & YDHR as the floor leading into the rectangle room appeared to be noticeably slopping. The Township arranged for it to be inspected and the structural engineer had confirmed that a problem did exist so corrective measures are now underway.
- **Facilitator Contract** – the document is pending finalization
- **BIA quotes-** Red Hot Design has been contacted and does wish to now quote on BIA projects since she is no longer on the BIA board & feels she no longer has a conflict of interest in accepting BIA business
- **Communication** – this update was moved towards the end of the meeting since it would involve an in-camera discussion
- **Events** - the new Bottom of Brock (go Downtown) initiative which involves only select businesses at the east of Brock St. so mentioned and comments were shared that not everyone in the area had been asked to participate and other BIA businesses have also questioned why the initiative was planned and did not give other business owners the courtesy of being asked to participate whereby creating a riff between members by excluding them instead of working cooperatively together like numerous other events. It was confirmed that the BIA was not involved or notified of the plans. The initiative had been called BOB (Bottom of Brock) & the urns which the BIA gave the merchants have been newly painted in bright flowers installed along several spots on Brock St. The BIA is happy to see merchants working together and we should look into reappointing a block captain for each section.
- Durham Festival which is being held in Whitby this August will feature a North Durham booth which Uxbridge will be part of
- Thomas Sidewalk SALEbration- quotes from local media partners & print suppliers requested for advertising, banners, posters, signs etc... Special request for Station 3 & 4 funding received from lower Brock St. merchants to purchase hard goods. Letter sent to board prior to meeting for review and discussion. The Board discussed the request and determined that the funds would not be used for additional beautification projects this year and that the merchants should be notified that the items could be submitted for 2016 budget consideration. It was mentioned that many shops had purchased their own umbrellas and some had received them from their suppliers like many of the restaurants. The funds would not be redirected but used for activities & marketing as originally allocated. Chair & Vice Chair advised that the Facilitator should work during the 6 days of the Sidewalk Sale and be on hand to help man Tourism Trailer by partnering

with Uxbridge Tourism & we can hand out BIA Sidewalk Sale info to the visitors. BIA Newsletter being sent to advise members and encourage participation and creativity. Marketing kit to follow and Scavenger Hunt details with a chance for a family to WIN FREE tickets to ride with Thomas compliments of the BIA.

- The YDHR has confirmed several BIA businesses are food suppliers and they are now hiring staff to help with the event instead of using volunteers.
- Dorothy mentioned that Uxbridge Travel is setting up on site at the YDHR Thomas Event to promote Hard Rock Hotels which features Thomas The Train in their Little Big Kids Club.
- Cycle Tourism event in August: participants will be bused downtown and need dining accommodations, however, several BIA businesses had been contacted and they are not open on Monday nights. To share the info it has been posted on the BIA member opportunity section
- Trestle Project & event plans for the Sept 26th Celebration continue & the next meeting is tomorrow. BIA Name plaque fundraiser appears not be needed due to additional support received from the Government & corporate sponsors for the trail beds, signs etc... as per discussions with Amanda. The proposed beautification mural has been discussed with The Flooring Barn and they expressed interest in having a mural competition however they already ordered their own logo & a unique house floor plan installed onto the wall using new 3M heat wrap design. Since it is being installed on the wall facing the road, they would however consider a partnership for the back wall which is over 30 feet.. The Board did not wish to proceed with a fund raiser for the rear wall since it would not be visible from the street side.

VI. MATTERS OF BUSINESS

- **Budget Audit** The Board discussed the Audit documentation which had been received from the Township & Auditor. It was discussed that Don would sign off and cross off the environmental clause. A motion was made by Robin to accept the financial statements- 2nd by Dorothy – **VOTE CARRIED**
- The Facilitator will request a copy of the Audit without the DRAFT stamp which can then be posted as the approved version onto the website. Gordon made a motion to make the documents public – 2nd by Susan - **VOTE CARRIED**
- **Expense Update**
 - Dorothy presented the BIA expense recap and it was noted that the reference to the purchase of plants under the gateway sign be removed since the plants would be part of beautification/flowers. It was also confirmed that we have now paid for the audit expenses.
- **2016 Budget**
 - A 2016 DRAFT budget had been created following June 23rd Budget meeting & sent to Board to review in advance of the meeting

- it was noted that there were 2 budget open houses which were advertised on the BIA website, face book, twitter and in the Township page of the Newspaper plus paid newspaper ads in the Cosmos yet only 2 BIA members came to discuss the budget
- it was suggested that the pole hardware around town needs to be audited since some areas within the BIA boundary do not currently have hardware for installing banners or flower baskets. The Facilitator was instructed to get quotes for hardware pricing. It was also suggested that the Facilitator prepare a letter of ask for pole arms which can be sent into the Township for consideration in their 2016 budget. Draft of Letter to be sent to the Board for review prior to submission. Ideas & the 2016 location for the Santa Hut were also discussed. Phase 2 of the Survey for 2016 was discussed and the Facilitator was instructed to look into 3-4 possible events which the BIA could host in 2016 as requested by members who completed Phase 1 of the survey. Event outlines will be created by the Facilitator and a DRAFT sent to the Board for review and further discussion.
- It was mentioned that the BIA needs to confirm if we are booking a spot in the 2016 Ux Biz Guide ad however further 2016 budget talks are needed before a discussion can be made

VII. **NEW BUSINESS**

- **Filing Cabinet** It was mentioned that the BIA should purchase a locking filing cabinet for storing documents since so many people are going in and out of the train station. Elaine made a motion to purchase a filing cabinet & spend up to \$300 – 2nd by Dorothy **VOTE CARRIED**
- **Advertising-** it was mentioned that there is another media supplier promoting a magazine called Select which targets Durham Residents & a sample of a Metroland newspaper shop local ad created for the Port Perry BIA was shown to the Board
- **BIA Editorial** - it was mentioned that the Cosmos had been contacted to determine if it would be possible to arrange a BIA editorial column in which we could share info with our members & the community
- **Board photo** It was suggested that a 2016 Board of Directors photo be taken at the next meeting if everyone is present
- **New Board Members** – the Board discussed the need for attracting new members to join the board & it was mentioned that we can promote it via an upcoming newsletter

VIII. **Communication –**

- **Board Resignation** – The Board discussed Cheryl's letter of resignation which had been emailed directly to several Board members just minutes prior to the last board meeting, therefore it was not on the agenda and not discussed until this meeting. It was noted that the letter had also not been sent to the Facilitator as is standard procedure for all other correspondence so a copy will be forwarded to the BIA laptop. It was discussed that the letter would be

submitted into the Township, as is the normal procedure, and that the comments would be discussed with the Township to determine if a response is warranted. Following the Boards discussion, the Facilitator expressed her reaction & intention to submit a letter into the Board to address some of the comments which were related to her position and duties.

- **Survey comments** – The Member survey was discussed and it was confirmed that the Township approved that the BIA can post the survey results on the website along with the comments and BIA replies however they suggested that no names be posted online.
- To address other concerns Susan made a motion that the Board have a private, IN CAMERA DISCUSSION RE: personal matters about an identifiable individual, including Municipal and Local Board employees and RE: litigation or potential litigation, including matters before administrative tribunals, affecting the Municipality which was 2nd by Robin VOTE: CARRIED at which time the Board went in camera at 9:36 p.m. Following discussion, a motion to rise from in camera was made by Robin at 10:08 p.m. which was 2nd by Gordon.
- Following the discussion, the Board reconfirmed that the survey results are to be posted on the website & the Facilitator was instructed to review the comments and create a DRAFT of the responses which the Board can review by email

IX. **ADJOURNMENT 10:12 p.m.**

Next BIA Board Meeting: Tuesday August 11th, 2015