



APPROVED MEETING MINUTES

REGULAR MEETING OF THE UXBRIDGE BIA BOARD OF MANAGEMENT

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

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

PRESENT: Councillor Fred Bryan, Councillor Gordon Highet, Don Andrews, Dorothy Jovkovic, Elaine Leigh, Jennifer Stiles, Robin Maclean, Sari Pandopulos, Sonya Yake, Susan Fumerton

ABSENT: Ted Eng

REGRETS: Andrea Stewart

GUEST: Joanne Stamatopoulos

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

Approval of DRAFT Agenda

Motion to approve by: Dorothy & second by Elaine – 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

- the February 10th, 2015 meeting minutes were tabled to the April 10th meeting since Cheryl would like to make some changes made to the draft. The revised draft minutes will be edited & then emailed to the board for review prior to the next meeting.
- A request was also made that all future minutes be sent out via email as a PDF format instead of a word doc since not everyone could open the document. Comments were also made about the format of the minutes.
- It was mentioned that a correction is needed to the January 2014 minutes which appear on the website because the date shows incorrectly as 2013

V. PORTFOLIOS/PROJECT PLANNER

- **Events Portfolio:** Andrea and Jennifer had met and are proposing one event for this year & then next year the BIA could possibly run an event

like a family fun festival. No plans have yet been made for the Thomas The Train event because there has not been a meeting with YDHR yet. Following the meeting they will plan a budget & possible ideas for the event are to have a BIA train theme with a card punched at various places. Questions were asked about which businesses are on the event committee and it was mentioned that the event committee is currently Jennifer and Andrea. Suggestions were made that businesses would be encouraged to tie into the train even. Handouts could possibly be given at the arena parking to tap into tourists & to best suit your business. It was suggested that the BIA could possibly host a parallel event to coincide with the Thomas event & possibly call it a train related name to avoid problems with using the official Thomas name. A proposed budget for the event was discussed & a recommendation was made to use the \$2000 which was allocated for go green since we are not hosting that event this year. Cheryl made a motion to allocate the funds accordingly & Jennifer 2nd the motion. – VOTE- **CARRIED**. A plan will be presented to the Board at the April meeting for further discussion

- The September ART Happening street party was also discussed as a possible event for the fall however it was thought it would be too close to the Thomas event which is in August. It was mentioned that the Celebration of the Arts Board has not requested a partnership with the BIA for this year & that they had added the Trucks & Art event which was formed last year as a partnership between Williamson & the Artists of Uxbridge. If the BIA still wishes to host the street party then we could go ahead with it however we would not have the event partnership for advertising etc...
- It was reported that during the recent Council meeting a new event is being hosted downtown by Wixan's Bridge who requested use of the Township parking lot for a block party in early June. Township Council approved their request to set up live music in the Township parking lot beside the restaurant. The organizers are already approaching other local businesses to get involved in the event which will be from 2 -10 p.m. & have beer tents setup
- It was reported that there was also another event proposed & Council approved the Music & Arts Festival to set up again this year in Elgin Park in July

Communication Portfolio: a draft member survey had been worked on, created using Survey Monkey and sent out to the Directors for input prior to the meeting, Concerns were expressed that the Communication Portfolio Chair had volunteered to head up the committee yet had not been given a chance to offer input & help create so it was mentioned that everyone was given the opportunity to offer input via email however no ideas/revisions were received prior to the meeting. To move forward, she requested the opportunity to create another version of a survey which would help to make a connection to members who are not already involved on social media. The style of the survey was briefly discussed and a roll out plan. Cheryl also wants to form a committee

to work on the survey and already has 3 businesses ready to contribute. It was suggested that she come back to the next board meeting with a draft & that it be sent out to the board via email in advance. Comments were also heard that the survey needs to be made available in printed version.

VI. MATTERS OF BUSINESS

• 2015 BUDGET

Expense Update: Dorothy shared the expense update with the group and it was shown on the projector rather than by circulating printed copies. The invoice binder was also at the meeting. It was also confirmed that the Township had approved our request for a \$100 petty cash fund however we can't use it to reimburse BIA Bucks. According to the Township reports the BIA has \$2500 remaining in our 2014 budget & it was mentioned that the funds can not be allocated as surplus but rather assigned towards a specific 2015 expense category. Further discussions will be had with the Township.

Absentee Directors: Don reviewed the attendance policy with the group & reminded everyone that after 2 consecutive absences a Directors attendance would be addressed as outlined in the BIA procedure bylaw

NEW BUSINESS:

Car Draw – the emails collected on the Car Draw ballots were discussed & due to the confidential info on the ballots it stated that they be disposed of properly. It was mentioned that Staples offers shredding services which would cost approx. \$200. Using the Township shredding service was suggested so Gordon will check into the options & the board will re-discuss this topic again.

Beautification – the watering & tree light tenders were submitted into the Township and they have been added onto the Township website. So far each tender shows several bidder takers so the tenders will be reviewed by the Board at the next meeting

Office Lease – the BIA office lease expires at the end of April so the board discussed the need for having the space for storage, workshops, to qualify for co-op students & for board meeting use. Having a space helps to avoid problems with access to the Township as we had in the past. It was also noted that the BIA is more visible in the community. The Board was presented with 3 options for discussion & advised that a letter of ask must be submitted to Council to request the renewal of the lease for the space. Following review of the options, Fred motioned to accept option B (Seasonal Use of the office) which was 2nd by Susan – VOTE: **CARRIED**. The need to continue discussions with Township was expressed and it was suggested that we continue trying to find a solution equal to the cost of a storage unit..

Banners - beautification was also discussed & meetings have been held with the Township regarding the MOU. During discussions it was confirmed that the BIA can oversee the banner program instead of the Township. It was also mentioned that the Uxbridge Legion has requested use of the poles in the downtown core for installation of new veterans banner which they would like to put up in October & take down in November. This banner changeover would be no cost to the BIA because families would be paying to purchase the banners from the Legion. It was mentioned that the veterans banner could go up in September when the Studio Tour banners come down & they could be taken down right after Remembrance Day when the BIA holiday

banners need to go which would make it a smooth transition & also be most cost effective. The MOU (Memorandum of Understanding) is progressing along & Don and Susan have met with township. There were some minor changes made to the draft & it will now be sent out to the board for review & input. It was also mentioned that the Township confirmed that they would like to sell off the enhancers through BIA since we are not planning to use them. A recommendation was made to have the MOU added onto the BIA website once it has been finalized.

OBIAA – it was confirmed that we have now registered & paid to attend the OBIAA annual conference & also picked some workshops to attend. It was confirmed that an award entry submission had been sent into OBIAA to submit our Win A Car Draw into the promotion category.

South Lake- Andrea & Sari attended a workshop presented by South Lake Community Funding which was held at the Township and may represent a future source of funding for the BIA to apply for along with other opportunities

Win This Space – Second Wedge is progressing & it has discussed that when the business confirms that they have leased a space the BIA will be able to put a large WIN THIS SPACE sticker in the business window to acknowledge them as the winner. The funds needed will be pulled from the promotion or advertising budget. Susan made a motion to allocated up to \$200 which was 2nd by Fred – VOTE: **CARRIED**

Tourism update – Elaine mentioned that there is a Durham Lakefront Festival being planned for Aug 13-16 which might be another BIA member opportunity

Bylaws – Susan & Elaine are working on updates to revise the BIA by-law documents and updates made to the draft will be shared with the group at future board meetings

Santa Claus Parade – a meeting was held to discuss the 2015 Santa Claus parade which is set for the 3rd weekend in November. Feedback from the meeting was briefly shared and advised that the parade date & time will remain on Saturday mornings as per the organizers discussion with the Township so no change will be forth coming. Also the parade will be free so no charge will be implemented for entering floats so it will remain a voluntarily system. It was felt that it would be best if the Board re-discusses the parade sponsorship after we hear the results of the member survey.

Economic Development Committee – Gordon mentioned that the Township is seeking a BIA member at large to join the Committee. Sari mentioned that she had already emailed into the Township to apply as a property owner, not as a BIA representative, since she would not be on the BIA after the fall. It was advised that meeting date has yet been set up. Updates will follow once more details are arranged.

Advertising- the advertising portfolio discussion was announced at which time Elaine was excused from the meeting since she had declared a pecuniary interest at the beginning of the meeting. The Board was shown a copy of last year's Discover Uxbridge booklet and advised that the Times Journal would like to confirm if we are re-booking the ad spot on the outside back cover. A discussion followed and it was confirmed that 5000 copies are printed and distributed to other communities Tourism offices. Robin made a motion to book the ad spot which was 2nd by Andrea- VOTE:

CARRIED

Samples of the Township map and Trail map were also shown to the Board & discussed however the Board did not plan to book an ad spot in either publication.

Another promotional opportunity to sponsor the Ultimate Women's Show being held at Mill Run was also presented to the board however the group did not wish to participate

Round table – the following comments were made:

- slow 1st quarter sales noticed around town
- Precious Minds events was hosted in town
- OBIAA Newsletter was received & is seeking Directors
- Truck traffic & speed are an ongoing issues in the downtown core so the BIA should send a letter to the Township Council
- _Facilitator to be off on vacation before the end of the month & return April 7th
- New BIA business: Commuters Wife

VII. ADJOURNMENT 9:34 p.m.

Next Board of Directors meeting – April 14th 6:30 p.m. at the BIA office