



## **APPROVED MEETING MINUTES**

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

**TUESDAY, MAY 12th, 2015 6:30 p.m.**

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

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

**ABSENT:** Councillor Fred Bryan, Cheryl Hinzl

**RESIGNED:** Ted Eng (re: No longer has a business in the BIA area)

**REGRETS:** none

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

##### **Approval of DRAFT Agenda**

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

- It was noted that the Special Public meeting dates set up to discuss the BIA 2016 budget are shown on the agenda, e-newsletter and on the BIA website in an effort to advise our members to attend and provide input for the planning process

#### **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**

- April 14<sup>th</sup>, 2015 meeting minutes – Motion to approve by Susan, 2<sup>nd</sup> by Robin

#### **V. PORTFOLIOS/PROJECT PLANNER**

- **Beautification** A meeting has been held with the BIA Facilitator & Tim Evans, the new watering contractor, during which the BIA expectations were conveyed & background of the BIA beautification was shared so he is aware of how the watering has been previously handled. It was

suggested that a copy of the MOU (Memorandum of Understanding) By-law been shared with Tim. Comments were mentioned that the Township gardener, Sharon, has not yet been made aware of the MOU so Gordon will look into it. It was confirmed that a copy of the MOU is now also available on the the BIA website so that our members can fully understand the beautification portfolio which the BIA oversees.

- The new supplier for the tree lights has not yet been met however repeated attempts have been made. It was suggested that we check with the Town Clerk to determine what the process would be if the new supplier is not available to start the project on a timely basis. The board was also advised that a phone conversation was had with Mark Groff to assess whether to proceed with the lights this spring or wait until fall since the trees are starting to bloom and we do not want to damage or shock the trees pull pulling & tagging to remove the old lights. Mark was not certain of the best process so and a phone conversation took place between the BIA facilitator and Uxbridge Tree Service who confirmed that removing the lights at this time of the year will not pose a problem to the trees, even thou they are starting to bloom. The board was also advised that are planning to shop locally if possible so conversations & quotes about the lights have been had with both Uxbridge Canadian Tire and Home Hardware. It was noted that both suppliers expressed concerns with getting access to some many strands of lights at this time of year. Discussion was had about removing and reinstalling the lights together or at separate times however it was felt that we are best to wait until we know the delivery date and then start the removal process. A motion was made by Susan to transfer the balance of the funds remaining from the watering budget to the budget for purchasing the tree lights, the motion was 2<sup>nd</sup> by Robin. - VOTE: **CARRIED**
- The Board heard that there have been discussions with Amanda at the Township about the possibility of Uxbridge Tourism possibly purchasing some new banners with Thomas the Train branding since the event is being held in Uxbridge on an annual basis and it is the largest tourism draw for our town. Over 12,000 tickets had sold in 6 weeks and it is expected to bring 20,000 visitors to Uxbridge. It was mentioned that only about 2% of the Train passengers who visit the YDHR each year are from Uxbridge, therefore 98% represent tourists. It was confirmed that suppliers have already been contacted to look into banner pricing. It was mentioned that the timing to install the banners would align perfectly with the install date for our Canada Day banners which therefore represents a cost saving since the service crew would only make one trip to Uxbridge. If approved, the Thomas the Train banners would be put along Toronto St. and Brock St. and we could alternate Canada Day banners with Thomas the Train. Sari advised the board that she had asked Rose at YDHR speak to Mattel/Hit Entertainment and they had approved that we could print the licensced Thomas Train image on our banners. Elaine mentioned that Uxbridge's Tourism Advisory Board had briefly discussed the banners

during their meeting and they suggested that we come present a delegation at their meeting to discuss the plans and seek the funding support. Elaine volunteered to work with Sari and prepare a presentation. The next TAC Committee meeting will be on May 20<sup>th</sup> so we can try to gain approval for the banners at that time & Sari will contact Amanda to request a delegation. It was mentioned that the BIA had planned to apply for event funding support from Tourism to help with the Thomas the Train Sidewalk Sale event, however, we had been advised that we may not qualify since we are a Committee of Council.

- The BIA owned urns which are at the Township Parks Yard were discussed since the Parks crew is cleaning up the yard and asked if they could throw out the old urns. Following discussion, the board decided that Don would go to the Parks Yard to assess the condition of the urns since there are some wooden oak barrels and some styrene pots which might be usable. Elaine made a motion to approve that Don can dispose of the urns which are not salvageable, which was 2<sup>nd</sup> by Gordon VOTE: **CARRIED.** Gordon mentioned that Township Council had received a letter from a concerned area resident who expressed disappointment regarding the exterior appearance of train station. The Board was advised of the discussion which occurred during the Trestle Committee meeting during which the group also wondered what beautification initiatives could be undertaken to help improve the exterior. The board agreed that once Don assesses the condition of the styrene urns, the BIA could supply urns to beautify the train station. We could also ask YDHR if they would purchase the plants and have the volunteers who come to work at the Train station on the Telus Day of Giving (May 30<sup>th</sup>) plant the flowers. The board discussed the watering of the plants and several people offered to help however we should also discuss it with Amanda and YDHR to determine if the new tourism student who will be working at the office could help with watering. It was also suggested that we check if the employee could possibly be assigned cleaning duties to help maintain the train station in a presentable appearance. It was also pointed out the Township has a tender in the newspaper to have the Train Station sill replaced and repainted before the summer tourism season.
- **Communication** The plans for the member survey were re-discussed & the board had planned to sign off on the draft version of the survey which the communication committee was to forward to the board. Unfortunately, a draft survey had not been received and Cheryl was unable to attend the meeting to provide. The board expressed concerns over delaying the survey further into the summer and re-discussed the use of a paper survey versus use of an online survey. Following discussion, it was decided that in order to properly develop the 2016 budget, the Board requires current feedback from the membership. With the first special public 2016 budget meeting starting June 2 and the balance of the budget planning meetings being completed prior to the end of June, there is limited opportunity to move forward with the planned detailed survey. In

the interim, Board feels it is necessary to move forward with the membership survey. Robin made a motion to complete a general survey as Phase I to provide feedback for the 2016 budget and background information to develop the detailed survey Phase II as planned, which was 2<sup>nd</sup> by Gordon VOTE: **CARRIED**. It was requested that the draft version of the online survey be resent to the board on Wednesday and request input by Thursday at 5 p.m. which would enable us to send out the survey by next week, whereby giving the Board the results in June.

- It also agreed that the Communication Committee can continue to work on phase 2 of the survey which can be presented to the board for discussion at an upcoming and once approved be sent out to the members at a later date to gather more in-depth feedback. It was confirmed that the e-newsletter had also been sent out to members and it mentioned that the survey was coming.
- **Events** – The Trestle Committee had meet as previously mentioned and the restoration project is proceeding thanks to funding support from Uxbridge Rotary and TransCanada Trail. The board was advised about a trestle model which has been built to show what the trestle looked like. During the Trestle meeting it was suggested that the Model be set up ad part of the North Durham Village Booth where Uxbridge will have a tent to promote the Trail Capital of Canada during the Durham Festival in August. The Durham Festival info will be available on the BIA website under the Member Opportunity section enabling BIA businesses to get involved with the Uxbridge booth. It was mentioned that since the BIA does not have any funding set aside for the Trestle project in our 2015 budget we could support the initiative with social media, our e-newsletter and via our website. Board members also expressed interested in volunteering to help with any events including the BBQ which had been discussed by the Trestle group.
- The Facilitator had created an event plan using power point & shared the concept with the Board to show ideas of what the BIA could do to engage the visitors who are coming to Uxbridge for the Thomas The Train event in August. Prior to the meeting, Sari had done walkabouts to the businesses, sent & received emails, had meetings and phone conversations to gather input from members as to what they would like the BIA to do to support the event. The various ideas from members were incorporated into the slideshow and discussed by the board. The event budget had previously been set as \$2000, however, the Board discussed that since the Thomas event was attracting 20,000 visitors over 6 days the budget should be increased so that we can engage the train passengers and encourage them to stay in town longer to shop & dine. Sari had also created a checklist for each Director to fill out and give their input as to how the event budget should be spent. The board decided they would re-discuss the event budget once they heard the expense update.

## **VI. MATTERS OF BUSINESS**

- **Vice-Chair Role** The role of the Vice-chair was discussed and nominations were opened to the floor at which time Elaine nominated Susan be instated as the Vice Chair. Prior to accepting the nomination, Susan asked her fellow Directors if anyone else would like the opportunity to sit as the Vice-Chair. Elaine expressed interest in the role of vice-chair, however, she felt it may be perceived as inappropriate for her to assume the role since she plans to declare a pecuniary interest with regards to advertising and print media during BIA meetings. Following the conversation, Susan let her name stand and accepted the nomination which was 2<sup>nd</sup> by Dorothy. VOTE: **CARRIED**
- Susan was congratulated on her role as Vice-Chair of the BIA.
- It was also noted that the BIA Board will need to discuss succession planning at a future board meeting.
- **Expense Update** A copy of the expense update was prepared by Dorothy and presented to the board for review and discussion via the overhead projector. The board looked over the 2014 expense reports and it was clarified that the gateway cost was \$21,430 (purchase of which was split by the BIA & Township & repayment split between 2014 & 2015).
- The 2015 expense will now be \$6090.54, due to a undercharge of \$732.88 for the 2014 expense, plus any landscaping/maintenance costs which the board approves. A \$70.00 charge for Santa Claus appearance from 2014 will also be adjusted as a credit in 2015. According to our tracking report
- According to our tracking report, our total expenses for 2014 show as \$101,635.04, therefore, we will have a carryover balance of \$4814.96. Once the Auditors report confirms the final balance then the Board will have what further plans to allocate the funds. Following review of the 2015 budget, Robin motioned to reallocate the \$2000 from Art Happening to the Thomas The Train Sidewalk Sale, along with an additional \$1000 from the general advertising budget which would give us \$5,000 towards the Thomas event since we had previously re-allocated \$2,000 from the go Green event which was not held this year toward this event. The board also agreed to reassess the budget at the next meeting and asked that the Facilitator work on identifying revenue streams/sponsorships which we can tap into for this event
- **WIN THIS SPACE** The board was advised that The Second Wedge Brewery had been negotiating a lease for the former Sears location, however, talks with the landlord appear to have fallen through so their investors have put in an offer to purchase a building. A discussion had already taken place with the Township to ensure that the new location which they are considering is in the BIA area & it was as verified that it is within the boundary. A more detailed version of the BIA boundary map has now been received and it will be posted onto the BIA website since the existing map is too small to read clearly. The board was excited to hear that The Second Wedge may have secured their new space, however, an update will be needed at the June or once the deal has been

finalized. Also, the BIA Board will need to sign off on the location as per the contest rules. The Facilitator will also contact Joanne & Rob to advise them that the space they are working on is within the BIA boundary.

- **OBIAA** The Facilitator had attended the OBIAA conference and created a power point recap to present the conference highlights to the board. During the conference, it was stressed that each BIA must verify that we have Directors Insurance & Event Insurance so a meeting has already been set up with the Township lawyer. The board also heard that our WIN THIS SPACE presentation made during the Conference had been very well received and one community has already launched their competition and many others had expressed interest in hosting similar initiatives to help entrepreneurs and fill spaces in their towns.

## **VII. NEW BUSINESS**

- A suggestion was made that the BIA should go to Council to share a BIA update with them and keep them aware of the projects/initiatives which we have underway
- Susan shared several ideas which she had discovered during her travels in Europe and mentioned how communities had used roundabouts to slow traffic and the cycling culture
- The road closure planned for Brock St. (from Toronto St. to Church St.) on May 29<sup>th</sup> for the Reading Event was mentioned
- It was mentioned that the Township had enquired about whether the BIA expects contracts we hire to have \$2m or \$5m insurance & that we had replied that because we are a Committee of Council we will follow the same guidelines which the Township uses
- Central Counties has a new Durham Region rep (Elinor Cook) handling Uxbridge so a meeting is planned
- A letter of thanks had been received from the Huck Finn Committee & shared with the board to thank the BIA for the funding support of another amazing year for their event which attracted 1000's of families
- New publication seen in Uxbridge called Connect which is distributed in Uxbridge, Brooklin, etc...
- An email received from OBIAA about MPAC claw backs which other communities had experienced was shared with the Board & the board was encouraged to go online to the OBIAA website to follow along with discussions /scenarios other BIA's are dealing with
- The Board was reminded that the Township Economic Development Committee would still like a BIA representative to attend their meetings. Gordon confirmed that the meetings are about 4 times per year and held in the morning so Susan and/or Don will attend.
- It was noted that the BIA twitter following continues to grow and attract new followers
- A question was asked about the photos which are on the BIA website and it was advised that we have 8 photos of BIA businesses/properties which rotate on the screen and there are also Featured BIA Member businesses which rotate along the bottom of the website to spotlight various

businesses listed in the member directory. If you click on the business name it goes into the Directory and shows their listing.

- The BIA website directory database was discussed and it is not to be released as a mailing list
- Questions were asked about the website domain ownership and hosting and it was agreed that the topic will be added to the June meeting agenda
- It was mentioned that considerable time has now been spent to clean-up the BIA website and make the info more readily accessible for members to read so the minutes have been regrouped, the member opportunity tab has been added etc...it was noted that there are minutes which show as draft instead of approved so they will be looked into

VIII. **In-Camera -Hiring Committee** The BIA Board of Directors motioned to go In-camera as per the agenda for the hiring committee update at 9:09 p.m. at which time the Facilitator left the building. Motion to rise at 9:47 p.m. and a motion was made by Elaine that the Hiring Committee shall proceed with contract negotiations regarding the Facilitator position which was 2<sup>nd</sup> by Robin  
VOTE: **CARRIED**

IX. **ADJOURNMENT 9:52 p.m.**

- SPECIAL PUBLIC 2016 Budget Meeting: June 2<sup>nd</sup>, 2015 (Daytime OPEN HOUSE)
- SPECIAL PUBLIC 2016 Budget Meeting: June 4<sup>th</sup>, 2015 (Evening OPEN HOUSE)
- Next BIA Board Meeting: Tuesday June 9th, 2015
- SPECIAL BIA BOARD 2016 Budget Meeting: June 23rd, 2015