



APPROVED MEETING MINUTES

SPECIAL BUDGET MEETING OF THE UXBRIDGE BIA BOARD OF MANAGEMENT

TUESDAY, AUGUST 30TH, 2016 6:30 p.m.

**LOCATION: MEETING ROOM (UXBRIDGE PUBLIC LIBRARY)
UXBRIDGE, ONTARIO**

PRESENT:

DIRECTORS: Elaine Leigh, Dorothy Jovkovic, Joanne Richter, Joanne Stamatopoulos

ABSENT: Gordon Highet (sent regrets), Fred Bryan (sent regrets), Brian Maclean

FACILITATOR: Lauren Orav

GUESTS: Dorothy Ramey (Shear Display)

- **CALL TO ORDER** – The meeting was called to order at 6:33pm.
- **DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF** - There were none.
- **MATTERS OF BUSINESS**
 - **Shear Display:** Dorothy Ramey from Shear Display attended the meeting to provide the Board with information about the bows they intended to purchase for their Christmas wreaths. Ms. Ramey brought examples of both bow options. After investigating the bows, the Board members present agreed to go with the 3D bows due to their hardiness and expected durability. Previously, the Facilitator had researched the bows and whether the prices were competitive, and found that they were.
 - Joanne Stamatopoulos motioned for the BIA to purchase 40 large 3D bows (the BIA's 20 wreaths needing two bows each) for \$81 apiece. Seconded by Joanne Richter. VOTE: All in favour? Carried.
 - The Board also spoke to Ms. Ramey about solutions to the BIA's lighting options. Ms. Ramey told the Board that they have roughly

56 banner enhancers and snowflakes in storage that have been there for several years. The current Board was very interested in the option of using the banner enhancers this year, and asked the Facilitator to follow up with Shear Display on the cost of performing maintenance on and installing the enhancers and snowflakes, and possibly purchasing more banner enhancers.

- Ms. Ramey was also asked about whether any wreaths need replacing, and about the conditions of their storage. Ms. Ramey explained how they are storage, and said she would speak to the staff who transport and install the banners about making sure they are looking presentable after install. She also said it would be okay for a BIA Board Member to accompany the staff during install to ensure the wreaths look up to standard.
- The Board also discussed with Ms. Ramey their banners, and how the banners have held up very well over the past 4-5 years. The Board is still pursuing some banner redesigns, and the Facilitator will continue to research this.
- **2017 Budget Planning:** The Board then moved into a more direct discussion of BIA Budget Planning, using some of the information provided by Ms. Ramey. All numbers proposed during this meeting are for planning, and have not been made official. The Board will continue to draft the 2017 budget based on Member feedback and more information they receive in the coming months.
- **Flowers/Watering:** The Board intends to work with the Township to increase the number of hanging baskets around town. The Facilitator researched the price of this, and it would be \$83 per basket and plant, along with additional watering/install costs. The Board chose to increase the watering/flowers budget to \$25,000. The Board is also not sure whether they will be responsible for any costs related to the new planters on Brock Street. The Facilitator will clarify this with the Township.
- **Banners RIM & Christmas Décor:** The budgeted costs for these items were kept the same as in the 2016 budget due to no extra costs being expected.
- **Salary:** The Facilitator salary will remain steady at 30,000, covering 50 weeks of 30 hours each at \$20 per hour.
- **Office Supplies:** This item was lowered slightly to \$1,000 due to not many expenses being expected.
- **AGM:** Lowered slightly to \$100.
- **Cell Phone/Laptop:** As purchase of these items will not need to happen in 2017, this item is at 0.
- **Cell Phone:** The cell phone bill is expected to stay steady at \$800, which includes both phone usage and cellular hotspot usage to help the Facilitator complete tasks that are made difficult in Uxbridge due to its unreliable internet.

- Audit: the audit was more than expected in 2016, so the 2017 budget has been increased to \$1000 to cover all expected costs. This is a mandatory budget item.
- Storage unit: \$1400 was budgeted for the cost of a storage unit throughout 2017, based on what was reported by the BIA Chair Elaine Leigh.
- Website: \$500 was budgeted for maintenance and hosting costs in 2017.
- OBIAA Membership: The cost of membership is \$215.
- Special Projects: The Board is interested in pursuing some kind of special projects in 2017, such as the signage audit and update which the Township and Tourism are participating. \$5000 was suggested for this item. The Regional Economic Development representative has also suggested applying for grants for façade improvements around town as another special project. The Facilitator will connect with her and research this.
- Advertising: \$3,000 was budgeted for advertisements, as the BIA is interested in continuing current advertising avenues, plus additional ones to grab visitors who come to the Uxbridge area for events. The Board has heard that many businesses do well because of these events. The Board is interested in continuing to use social media advertisements, as the Ad used on Facebook to promote the new website was very successful.
- Promotions: This category includes items like signs, printing, and other items related to promotions, such as BIA Bucks. This item was kept at \$1,250.
- Newsletter: the Board has switched to a new free newsletter manager so the cost for this is \$0.
- Huck Finn: Support for this event was kept at \$1,500.
- Event Support: Joanne Stamatopoulos detailed some of the events the Events Subcommittee is interested in putting together, such as a street party or sale after the Santa Clause Parade. Event Support was increased to \$5,000 to cover costs of additional events the BIA would like to hold in 2017.
- Santa Clause Parade: Sponsorship was kept at \$1,000.
- Christmas BIA Bucks - prizes: The 2016 BIA Buck prizes were very well received, garnered book publicity for the BIA, and were spent in a spread out manner at several businesses. It was also a competition all businesses could compete in. \$10,000 was budgeted to continue the project in 2017. The Board agreed that several Bucks prizes were a better idea than attempting to give away a car again.
- Christmas BIA Bucks – adv/prom: \$4,000 was budgeted for promotions, advertising, ballot printing, etc.
- OBIAA CONFERENCE – \$1,500 was budgeted for the Facilitator and Directors to attend the OBIAA conference.

- The Facilitator will forward the draft budget and minutes to the entire Board for discussion and adjustments.
- **QUESTION PERIOD**
 - There were no questions
- **ADJOURNMENT** – The meeting was adjourned at 8:30pm.

Next BIA Board Meeting: Tuesday September 13th, 2016