



APPROVED MEETING MINUTES

REGULAR MEETING OF THE UXBRIDGE BIA BOARD OF MANAGEMENT

TUESDAY, AUGUST 9TH, 2016 6:30 p.m.

**LOCATION: SCRIBES' ROOM (UXBRIDGE MUNICIPAL OFFICES)
UXBRIDGE, ONTARIO**

PRESENT:

BOARD: Elaine Leigh, Dorothy Jovkovic, Fred Bryan, Brian Maclean, Joanne Stamatopoulos, Joanne Richter

REGRETS: Gordon Highet

FACILITATOR: Lauren Orav

GUESTS: Stacey Jibb (Region of Durham, Economic Development), Cheryl Hinzel (SugarFX & Red Hot Design), Jim Byers (Hobby Horse Arms)

- **CALL TO ORDER** – Elaine Leigh called the meeting to order at 6:32pm
- **APPROVAL OF DRAFT AGENDA** – An In Camera session was added to the agenda for the end of the meeting, pertaining to a matter relating to labour relations or employee negotiations. Motioned by Dorothy Jovkovic, seconded by Joanne Stamatopoulos.
- **DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF** - There were none.
- **DELEGATIONS** – There were none.
- **ADOPTION OF MINUTES**
 - Fred Bryan motioned to approve the meetings for the meeting dated July 12th, 2016, seconded by Dorothy Jovkovic.

- **MATTERS OF BUSINESS**

- 2016 Expenses Update – Dorothy Jovkovic provided the expenses to date for 2016, in which everything was on track. After questions, the budget vs actual amount of surplus as reported in the expenses sheet was clarified. The BIA will be scheduling a meeting to work on the 2017 budget.
- Welcoming Stacey Jibbs – Stacey Jibbs from the Region of Durham was welcomed to the meeting and introduced to the attendees. Stacey, who is new in her position, has reached out to the BIA and previously met with the Facilitator and Chair to establish a relationship and see how the Region can help the BIA. Stacey was sitting in on the meeting to understand more about the BIA and to offer a regional perspective where appropriate.
- Budget: The Board discussed scheduling a separate meeting to plan the 2017 budget. The dates of August 30th and September 6th were proposed, with August 30th being the preferred date. Due to the difficulty of having the Township open that evening, the BIA will attempt to secure a room at another Township Facility, such as the Uxbridge Library. There will be public announcements and a publicly-released agenda for this meeting. The Board will let the Facilitator know in advance about any research into expenses they would like her to prepare for the meeting.
- Website Redesign Updates & Launch
 - As Day Out With Thomas begins on August 12, the Facilitator had previously suggested it would be ideal to have the website ready for that weekend. She presented the finished website to the Board, explaining its layout and all the information it contains. While there are still some things that can be tweaked over time and with more feedback, the Board agreed the website is ready to go.
 - Joanne Richter suggested switching the website font to Verdana, which will be accessible while still being aesthetically pleasing.
 - The Board discussed the business directory, and questions that have come up about the business directory, and re-iterated that it is most fair for each business to receive one listing for their business. If the business has a prominent product that they are associated with, that product can be listed in brackets with or beside their name. Sweet World Media (Uxbridge Town Talk) was used as an example.

- The Board discussed promotion of the new website on social media and on the Township website. The Facilitator suggested using a Facebook boost, which usually cost around \$20. Fred Bryan motioned for the BIA to purchase a Facebook promotion on Thursday/Friday when the website is live, seconded by Joanne Richter. All in favour: Carried.
 - The Facilitator also discussed events having special pages on the website to help promote the BIA during them. She showed the Board the page she made for visitors during Day Out With Thomas, and that she had been given approval by the Township of Uxbridge to have a banner on their website for Thomas visitors linking to that page. She will create a simple banner for this and forward it to the Board for approval on Wednesday/Thursday before submitting it to the Town.
 - The Board also brought up having a discussion about creating guidelines for BIA logo usage and promotions, which can take place at the September meeting.
- **BEAUTIFICATION:**
 - **Christmas Beautification: New Bows:** After the previous meeting, the Facilitator was asked to research bow costs to see if the quotes the BIA had been provided were competitive. Research into other providers demonstrated that the bows provided by Shear Display were lowest available for their size. The Facilitator was asked to connect with Shear Display to clarify several things, including when the deadline to order bows is, whether bow costs includes installation fees, how bows will be stored, and whether there is any warranty on them. If possible, Shear Display can be invited to a meeting and bring sample bows.
 - **New Christmas Lights:** Joanne Stamatopoulos provided an update into the research on lighting solutions and outline the major difficulties, including the price of lights, sourcing, and whether lights within reach of pedestrians will be damaged by vandalism. It is suggested that to understand the lights that would be needed, the BIA do a test with the lights we already own. The Facilitator will ask the Township whether this is all right to do. The test will be done before the Budget Meeting so the information from the test can be used for budget planning.

- **Banners**

- The Facilitator will assess how many are in bad shape and need to be repaired, acquiring information from Shear Display to help with this. It was agreed the ideal time to put up new banners would be the Spring, after the bad weather has passed.

- **Planning for Thomas**

- Railway crossings were received by Gary Randall and Brian Maclean has begun to paint and letter them. Vinyl is being used for the lettering so it can be removed and the crossings reused for other events. The crossings will be placed along Brock and Toronto Street, facing the train station, to attract visitors from Thomas to explore the BIA.
- Fred and Brian will place the railroad crossings on the morning of Friday August 12th. Due to concerns about vandalism, Elaine will remove them that evening. The Facilitator will then put up and remove the crossings on the following days, and will let the Board know if she needs a hand. The Facilitator will send a note to Board Members about the approximate placement of the crossings around town.
- The Facilitator will make sure that all businesses who volunteered and assisted with BIA preparations and activities during Thomas are thanked publicly on the website and social media.
- Elaine Leigh mentioned that YDHR had inquired about borrowing the BIA's tents during Day Out With Thomas, as only one was being used for by the BIA during this time. The Board had no objections to this.
- Jim Byers raised the issue of parking during Thomas and whether the BIA had heard any updates from YDHR about it. The BIA had not, and Chair Elaine Leigh clarified there is not much the BIA can do about the parking issue. Councillor Fred Bryan provided his perspective, mentioning that most parking spots on streets are not owned by business owners, and that DOWT visitors are allowed to park there. The BIA will be putting up signs around the entrances to town where YDHR signs are located, advising visitors of

the BIA Welcome Station at the arena.

- **PORTFOLIOS UPDATES**

- **Administration** – There were no administrative updates.

- **Project Planner**

- The Facilitator mentioned she had been contacted by the Parks Dept about coloured pots that were stored in their yard. The Board clarified these pots were able to be there and may be used again after being painted. The Facilitator will relay the information to the Township.
- The Board discussed ordering flowers for the next season. The Facilitator will contact Otter's about when the order needs to be placed. As Board members expressed admiration for the flowers they had seen in the Port Perry BIA, the Facilitator will also ask the Port Perry BIA about the kind of flowers they use and their sourcing.
- The Facilitator has acquired quotes from Otter's about the price per basket of expanding the flower program. The Facilitator will also ask Otter's about baskets that may need to be replaced due to wear, and about prices for larger baskets. She will also follow up with the Township about how they are expanding hardware for the basket program, which the Mayor previously said they could do.
- The Board discussed the new retirement building which is being built near Douglas Road, and will inquire with the Township about whether this building will be part of the BIA.
- The Board briefly discussed the culvert repairs, and Fred Bryan said it would be best to provide business feedback to the Township at a later date, when the Township is ready. He will alert the BIA when this is the case.
- The Facilitator provided an update on visiting and reaching out to businesses. She will provide Board Members with some of her business cards they can pass on to business owners who may want to get in touch.

- **Events Subcommittee Update**

- Events Subcommittee members provided an update on their meeting and the events they are intending to plan for the rest of 2016:
- Halloween Trick-or-Treating: This event would have businesses in the BIA hand out candy for trick-or-treating families. There was some discussion over whether this event would work best on Halloween itself (a Monday night) or on a weekend. The BIA discussed making this event inclusive for all businesses. Although it would be easiest for

children to walk from place to place on downtown Brock Street, candy can be sourced from Toronto St businesses who would also be able to participate and hand out candy from their locations.

- The Facilitator will also connect with other Township organizations including the Library and the Museum about what they are doing for Halloween to see if there can be any connections.
- Remembrance Day: The Subcommittee mentioned how last year some businesses had a poppy on their door, and this was well-received. They proposed the idea of the BIA contacting the legion to purchase window/door decals for every business in the BIA in time for the Remembrance Day Parade.
- Santa Clause Parade: In addition to the BIA's support of the parade, the Events Subcommittee can create a small calendar handout advising people of what they have planned for the next few seasons.
- The Subcommittee will provide a plan for financial costs at
- Tourism Update: The Facilitator provided a brief update from the last Tourism Advisory Committee meeting she attended, reiterating that Tourism is working on a website that will involve BIA businesses. Tourism is also working on being involved in the Cycling Plan. The Cycling Club is still recruiting and gathering individuals to be involved with meetings for the creation/finalization of the Cycling Plan, and the Facilitator will let the Board and BIA businesses know when this is happening.

- **NEW BUSINESS**

- Stacey Jibb announced that this year's North Durham Building Business Forum will take place on Oct 21 at St Paul's Church in Leaskdale with a theme of "growing beyond your borders." There will be a trade show component the BIA can have a table at. The event is free to attend and takes place from 8am-noon. She also reminded the Board of Ontario150 and Canada150 funding, that could possibly be used for banners or other projects.
- After Stacey mentioned that other Townships have had pop-up shops in storefronts to fill empty spaces, the Board had a brief discussion on future possibilities of working with landlords to have empty spaces look nicer or to attract businesses.
- On the note of storefronts, the Facilitator reminded the Board that several new businesses have recently opened, including Coffee Tea Express which is having their opening on August 17th.

- Joanne Stamatopoulos brought up the issue of conflict mediation within the BIA in response to how the Facilitator has been encountering some difficult questions or emails regarding BIA activities. Fred Bryan that if the Facilitator should encounter future difficult issues, they can be forwarded to himself so he can provide a Councillor's prospective on issues.
- **IN CAMERA** – for a matter relating to labour relations or employee negotiations
 - **At 8:40** – Elaine Leigh motioned for the BIA Board to go into In Camera at 8:40pm, seconded by Joanne Stamatopoulos.
 - Fred Bryan motioned for the BIA Board to leave In Camera at 8:45pm, seconded by Joanne Stamatopoulos.
 - The BIA Board discussed the need for a storage locker. The funds for a storage locker were previously approved in an earlier meeting, and the Facilitator will pursue this.
- **QUESTION PERIOD**
- **ADJOURNMENT** – Fred Bryan motioned to adjourn at 8:50pm, seconded by Brian Maclean.

Next BIA Board Meeting: Tuesday September 13th, 2016