



APPROVED MEETING MINUTES

REGULAR MEETING OF THE UXBRIDGE BIA BOARD OF MANAGEMENT

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

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

PRESENT:

BOARD: Dorothy Jovkovic (Board), Fred Bryan (Board), Elaine Leigh (Board), Robin MacLean (Board), Gordon Highet (Board), Brian Maclean (Board), Joanne Stamatopoulos (Board)

FACILITATOR: Lauren Orav

- **CALL TO ORDER** 6:30pm
- **APPROVAL OF DRAFT AGENDA** Elaine Leigh motioned to approve the draft agenda. **VOTE: CARRIED**
- **DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF** Elaine Leigh for matters relating to advertising/promotion
- **DELEGATIONS** None
- **ADOPTION OF MINUTES**
 - **For meeting dated December 8th, 2015:** These minutes had been set aside during a previous meeting so that Gordon Highet could be present to discuss a comment made at the December 8th meeting by Mayor Gerri Lynn O'Connor. After clarification regarding the Mayor's commitment to attend Board Meetings if another Councillor could not attend was confirmed, Gordon Highet motioned to approve the minutes.

- For meeting dated January 12th, 2016: No corrections were needed for these draft minutes. Fred Bryan motioned to approve the minutes.
- For meeting dated January 25th, 2016: No corrections were needed for these draft minutes. Elaine Leigh motioned to approve the minutes.

Brian Maclean arrived at 6:40pm.

- **MATTERS OF BUSINESS**

- **2015/2016 Expenses Update:** Dorothy presented information for the BIA's recent expenditures, and clarified how money provided by the Township for BIA Bucks is parceled in the year the Bucks are given out, instead of being parceled in the year the Bucks are spent. Dorothy also mentioned the success of the Bucks program, including positive feedback and the fact that Bucks are being spent in a variety of ways around Uxbridge.
- **2016 Budget:** Robin Maclean provided an updated version of the 2016 budget, and the Board went through the updated budget item by item to ensure enough money was being provided for certain projects, most notably the Beautification projects.

Wreaths and Banner Program: Joanne Stamatopoulos presented her findings after doing a survey of the decorations currently up in the BIA areas and some of the hardware that exists to hold decorations. Robin Maclean mentioned that the Township may be taking care of hardware soon due to the expansion of the Remembrance Day banner program. Lauren Orav will contact the Public Works Department to find out their plans for hardware on poles around town.

Lauren Orav is waiting to hear back from Shear Display regarding costs of replacing vs fixing wreaths.

Robin Maclean asserted that he thinks the BIA's goal in beautification should be to make the Uxbridge BIA areas look consistent and inviting, and that the money the BIA allocates for these projects should help accomplish that goal. This was discussed by the Board, and other Board members agreed. Money for the banner program will be raised to \$14,000.

Flower Program: There was a brief discussion about whether the funds allocated for the Flower program would be sufficient due to the wide range of quotes received in 2015, and it was agreed that

they would be. Lauren Orav was asked to speak to Otter's regarding their plan for where plants will be installed, and whether any of the liners in the planters would need replacing.

Lighting: It was agreed that the BIA needs to assess their lighting options in town. Although in a previous year installing spotlights was deemed too expensive, Brian Maclean mentioned these costs may have changed due to the fact that LEDs have come down in price. It was also suggested that the BIA look into what grants are available to assist with beautification – Lauren Orav will research this and report back to the Board.

Huck Finn: Robin Maclean reported that he spoke with Pat Higgins regarding Huck Finn, and that he is open to collaborating with the BIA and local businesses as long as that collaboration maintains the non-commercial spirit of the event and does not require event attendees to spend money.

Elaine Leigh motioned to approve the budget with amendments, seconded by Joanne Stamatopoulos. The BIA will move forward with presenting the 2016 Budget to Council and seeking their approval.

At 7:45pm, Fred Bryan excused himself to attend another meeting.

- **Hiring Committee for Facilitator:** Robin Maclean provided the Board with the draft Contract and Job Posting for the new Facilitator Position. After discussion about the involvement of the new Facilitator in the BIA redesign of the website, skills in Wordpress was added to the job description. Elaine Leigh motioned to approve the Contract and Job Posting, with the new amendment.

Joanne Stamatopoulos volunteered to Chair the Hiring Committee, and Elaine Leigh and Dorothy Jovkovic also agreed to sit on the Committee. It was suggested that Debbie Leroux from the Township of Uxbridge be asked to act as the main contact for receiving applications. Lauren Orav agreed to contact Debbie about the process of advertising the job posting and receiving applications.

- **Program Guide:** After discussion relating to the costs of attempting to finish the program guide and whether it is a project that fits with the Uxbridge BIA's current direction, the Board agreed to cancel the project and pay Dire Consulting the fees they are owed for the work they have done. Joanne Stamatopoulos motioned to cancel

the project, with Robin Maclean seconding.

- **Website:** Elaine Leigh provided an update regarding the ownership of the website having been transferred to the Township, and now being in Debbie Leroux's name. Elaine Leigh and Lauren Orav will be meeting with Ian Giffin to discuss the possibility of taking down the website to rebuild it, as well as issues of ownership, access, and hosting.

After a discussion about the website and its current state, the Board discussed the possibility of putting out a Tender/Quote to have the website redesigned. The Board was receptive to this idea, and it will be discussed further in a later meeting.

Lauren Orav also presented some ideas for the new website based on feedback for the current website and what works on other BIA websites, including a possible layout and information architecture. She also suggested the inclusion of an events calendar on the new website. These ideas will be considered when creating the Quote/Tender for a website redesign.

- **PORTFOLIOS UPDATES**

- **Administration:** Having already discussed most administrative items in previous sections of the meeting, the Board discussed the possibility of participating in or running events during the course of the year. It was agreed that it would be beneficial for the Uxbridge BIA to support initiatives proposed by local businesses, instead of trying to create events from scratch. It was also agreed that in 2016, coming up with events will not be the focus of the Uxbridge BIA due to the cost and effort involved in events, and the current priorities of the BIA.

Joanne Stamatopoulos also suggested that Halloween Trick or Treating in local businesses may be an inclusive event that would be good to consider planning for the Fall.

Lauren Orav again suggested that an events calendar be a major feature of the new website, allowing the BIA to better promote the smaller events already being planned by local businesses.

- **Project Planner:** Many items on the Project Planner had already been discussed.

Elaine Leigh mentioned that she had been invited to a meeting with the YDHR the following week, which she also invited Lauren Orav

to attend, in the interest of discussing the Thomas in Uxbridge event.

Interim Facilitator Lauren Orav provided an update on her work with social media, and the success of the current campaign highlighting one Uxbridge business per day.

Lauren Orav also mentioned her visit to the train station with Elaine Leigh and the items there that must be dealt with before the BIA is able to move its things into a storage container. Though Lauren acquired approval from the Township to use their facilities for recycling old material, other things will need to be dealt with, include painted dogs from an old fundraiser and the BIA's filing cabinets. As one of the filing cabinets has a broken lock, it was suggested that all material be moved to the functional filing cabinet and the filing cabinet without a lock be donated to the Restore. Furthermore, businesses can be contacted to see if they would like to have their painted dogs returned to them.

- **NEW BUSINESS** There was no new business.
- **QUESTION PERIOD** There were no questions.
- **ADJOURNMENT** Elaine Leigh motioned to adjourn at 8:50pm.

Next BIA Board Meeting: Tuesday March 8th, 2016