



APPROVED MEETING MINUTES

REGULAR MEETING OF THE UXBRIDGE BIA BOARD OF MANAGEMENT

TUESDAY, JANUARY 12TH, 2016 6:30 p.m.

**LOCATION: WILLIAMSON ROOM (UXBRIDGE ARENA)
UXBRIDGE, ONTARIO**

PRESENT:

BOARD: Dorothy Jovkovic (Board), Fred Bryan (Board), Elaine Leigh (Board), Robin MacLean (Board)

ABSENT: Gordon Highet

FACILITATOR: Lauren Orav

OTHER ATTENDEES: Gerri Lynn O'Connor, Joanne Stamatopoulos, Gil Hewer, Mary Taggart, Jim Byers, Cheryl Hinzal, Brian MacLean

- **CALL TO ORDER** 6:30pm
- **APPROVAL OF DRAFT AGENDA**
 - Motioned by Dorothy Jovkovic **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
 - There are alterations to the December 8th minutes that need to be discussed with Gordon Highet, who is absent.

- Motion to table the minutes until the following meeting by Fred Bryan, seconded by Dorothy Jovkovic.

- **MATTERS OF BUSINESS**

- **Board of Management**

Five people put their name forward to be considered for the vacant Board positions. Only two will be approved, due to a BIA by-law passed on December 14th, 2015, reducing the number of directors to seven. Current BIA directors will review the applications and give recommendations to the Uxbridge Town Council, to be approved at their next Council Meeting.

- **2015 Budget Update**

Dorothy Jovkovic distributed budget sheets, and mentioned there is some carryover of funds from 2015 to 2016.

Gerri Lynn O'Connor asked a question about whether unused money from Win this Space would be allocated somewhere else, Robin MacLean explained the reason for the surplus was because Win This Space was delayed by The Second Wedge's late opening. Funds have not been officially committed at this stage, will be dealt with in the 2016 budget.

Jim Byers asked a question about whether funds not used in 2015 will not be carried over. The Directors clarified that the funds will be carried over, although the exact allocation won't be done until the new Board members are appointed and have been given the opportunity to review and participate in the 2016 plan and budget process.

- **2016 Budget**

Though a draft budget was prepared previously, Robin MacLean explained that the BIA would like the new Board Members in place prior to budget confirmation. A special meeting will be called for budget review. The Township of Uxbridge would like to see a budget presentation by end of January 2016.

- **PORTFOLIOS UPDATES**

- **Procedural Bylaws**

Elaine Leigh announced that the BIA would like to amend two by-

laws. The first, by-law 3.6.1, addresses “corporate appointed representatives.” The BIA would like to amend this by-law so that is not only owners who can be BIA Board Members, but corporate appointed representatives (owner appointees) as well.

Fred Bryan motioned to move forward with the amendment. **VOTE: CARRIED.**

Jim Byers asked to clarify the terms for representatives. The Directors clarified that it’s usually with council terms, but Jim explained that because staff come and go, it may be difficult if appointed representative leaves their place of employment. Fred Bryan states that this would be dealt with on a case by case basis.

Elaine Leigh brought attention to by-laws, 3.8.3 and 3.8.2, which the BIA would also like to amend. These sections allow a BIA Director to act as Facilitator and vice versa. Robin MacLean believes that could be a conflict of interest, or perceived as a conflict of interest and that therefore this section should be amended. Elaine Leigh motions to amend or delete 3.8.3 and 3.8.2 in bylaws to prevent a director being a facilitator or vice versa, and the facilitator cannot become a voting member and that if the director becomes the facilitator they lose voting privileges. **VOTE: CARRIED**

The exact wording and process of amending the by-laws will be discussed with Township Clerk or Deputy Clerk.

- **Administration: PROJECT PLANNER:**
- **Shop Uxbridge:** Bags of ballots will be stored at the Township Office after they are retrieved from businesses. Elaine Leigh and Lauren Orav will be picking up the boxes starting Wednesday January 13th. Fred Bryan and Gerri Lynn O’Connor will both be in attendance at the draw on Sunday January 17th at the Uxbridge Arena. Lauren Orav will pick up and transport the ballot drum from Canadian Tire. Lauren Orav will also get quotes from businesses regarding the printing of three large cheques to present to winners of the draw, and contact local news outlets about covering the draw.
- **Beat the Blues:** Beat the Blues has been confirmed cancelled again due to lack of interest by businesses. The reallocation of funds will be discussed at the special budget meeting.

- **Santa Hut:** Pat Higgins from Canadian Tire has expressed interest in purchasing the BIA Santa Hut. Directors are not opposed to this, but will first need to determine the value of the Santa Hut. This will be discussed when the BIA has a full Board of Directors.
- **Newsletter:** Lauren Orav will investigate switching newsletter services to reduce costs for the BIA.
- **Advertising:** This will be discussed when the BIA has a full Board of Directors.
- **Program Guide:** This will be discussed when the BIA has a full Board of Directors.
- **BIA Website:** This will be discussed when the BIA has a full Board of Directors.
- **Associate Memberships:** This will be discussed when the BIA has a full Board of Directors.
- **Memorandum of Understanding:** This will be discussed when the BIA has a full Board of Directors.
- **The Second Wedge:** As winners of the Win This Space contest, The Second Wedge is being promoted and having a portion of their rent paid by the Uxbridge BIA. Lauren Orav explained she met with the owners of The Second Wedge earlier that week and discussed promotions with them, including a larger opening in the spring when it is beer season. Dorothy Jovkovic has taken care of the financial payments.
- **Watering Tender:** Although it has been suggested that the BIA request preference for a local bidder on the Tender, it has been confirmed that this is not possible. Members had a discussion regarding whether the watering services required by the Tender ran long enough, considering the long warm season in 2015. It was decided that the Tender will include the wording "with possibility of 1 month extension at the discretion of the board." It is believed the plants have been ordered from Otter's already, which Lauren Orav will call to clarify. Dorothy Jovkovic and Elaine Leigh will deal with the invoice.
- **Tree Lights:** It was discussed that it is expensive to get company to come back and take down all the lights, and that more lights need to be ordered. There were also concerns about how the lights look after some stop functioning after being outside for several

months, and concern about the company which installed the lights and their lack of safety equipment. A discussion about how to handle the lights will be handled by the new Board, once the new Directors are appointed.

BIA Members discussed the possibility of using a different kind of lights in the future, such as spotlights, which may be less expensive and easier to maintain. This will be considered and discussed by the new Board.

- **Social Media:** A plan was put in place in 2015 to begin highlighting one local business a day in 2016. This plan will begin to be implemented after the conclusion of the Shop Uxbridge draw, and businesses will be randomly chosen instead of chosen via an alphabetical list. Lauren Orav will implement this.
- **Banners:** Some BIA banners need replacing, which will be discussed as part of the 2016 budget. The YDHR has approved partnering with the Uxbridge BIA for Thomas the Tank Engine banners. The Uxbridge Township will fix support brackets on posts in town, which Fred Bryan and Gerri Lynn O'Connor will discuss with Township staff. The installment/changing of banners needs to be arranged, and will be done through Sheer Display. This is usually done in January or February, and Lauren Orav will contact them. It was discussed that the banner brackets need to be repair and/or replaced in a number of areas and that the coverage needs to be expanded. It was determined that this was a Township responsibility. Fred will follow-up this item with the works department.
- **Wreaths:** In relation to the above discussion, Elaine Leigh will call Sheer Display regarding the quality of the wreaths that were provided. This will also be discussed with the 2016 Budget.
- **Uxbridge Sign:** Solar lights for the Uxbridge sign will be discussed as part of the 2016 budget. Fred Bryan and Gerri Lynn O'Connor believe this is something the Township can be responsible for, and will discuss it with staff.
- **BIA Centre:** As the BIA is no longer using the train station, it is necessary to move items stored there elsewhere. Members discussed using a storage unit due to economic benefits, though there was a question of where it would be possible to put the unit on Township land. Elaine Leigh volunteered to look into pricing.
- **Future Meeting Location:** Members discussed the possibility of using a different meeting room due to noise at the arena. The

possibility of returning to the Township was brought up, although there was also concern the Town office needing to be unlocked by an employee and if the employee was late, BIA members would be left waiting outside. It was decided that the next BIA meeting will be held at the Township Office.

- **NEW BUSINESS**

- **Top Brock:** Mayor Gerri Lynn O'Connor brought a "Top Brock" coupon book created by Brock Township in as an example of something the BIA may want to pursue in the future. Lauren Orav will contact Brock Township and investigate the creation of such a book.
- **New Laptop/Cellphone:** Elaine Leigh presented quotes for a new laptop and software, and mentioned the need for a BIA cellphone. Robin MacLean said he spoke with the Township and the BIA is able to work with them to procure a cellphone and plan. Fred Bryan motioned to approve computer and cellphone purchases for approximately \$1200 (computer) and \$600 (phone), seconded by Elaine Leigh.
- **Curious Tourist Ad:** Lauren Orav mentioned that she was contacted by the Curious Tourist about the possibility of placing an ad with them. Member feedback showed that the BIA had not benefitted from previous ads placed with Curious Tourist, and so it was agreed that the BIA will not place an ad this year.
- **Google Docs:** To make document-sharing amongst BIA Directors easier, Lauren Orav suggested setting up a Google Account for the Uxbridge BIA and using Google Docs. This was approved, and Lauren Orav will set up an account.
- **Social Media Policy:** Lauren Orav also suggested creating a social media policy for the BIA to assist with running social media accounts. This was approved, and the policy will be created with reference to the Township of Uxbridge's new social media policy.
- **Meeting Minutes:** Robin MacLean asked that the BIA begin moving more quickly in the creation of its minutes, and asked that a draft of meeting minutes be prepared for two business days following the meeting.

- **QUESTION PERIOD**

Some BIA Members would like better definition of what is presented

at the AGM, and were concerned about a lack of discussion at AGM. In general, BIA Members expressed wanting the opportunity to converse with the Board about BIA issues. It was discussed that perhaps this opportunity should be during the BIA monthly meetings, and going forward each meeting will contain a question and answer period. There was also a discussion on how to communicate with BIA Members so that they are able to attend and voice their opinions at meetings, including the upcoming special budget meeting.

It was suggested and approved that future BIA communications and agendas will clarify that all members are welcome in meeting.

Members also suggested that the BIA provide members with the entirety of the agenda, including documents to be discussed. Although there was some concern about sharing budget statements before they are properly approved, going forward the BIA will be sharing agenda documents.

It was also suggested that the BIA website contain more information about who its Directors are. This information will be added to the website.

The BIA will also work on the issue of pop-ups on its website. The Mayor's assistant will be asked to set up a meeting with the current owner of the BIA website domain regarding this as well as the issue of domain ownership.

There was a discussion about the fact that the past BIA Chair had asked the Township to provide funds for planters at the South end of Brock Street. The Mayor mentioned that the Township had budgeted for Downtown Revitalization, and that Township staff would look into this matter.

- **IN CAMERA DISCUSSION**

Fred Bryan motions to begin the In Camera discussion, seconded by Elaine Leigh.

At 8:50pm, Fred Bryan motions to leave In Camera discussion. **VOTE: CARRIED.**

- **ADJOURNMENT – 8:51 pm**

Next BIA Board Meeting: Tuesday February 9th, 2016