



## **APPROVED MEETING MINUTES**

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

**MONDAY, JANUARY 25TH, 2016 6:00 p.m.**

**LOCATION: BOARD ROOM A (UXBRIDGE MUNICIPAL OFFICE)  
UXBRIDGE, ONTARIO**

**PRESENT:**

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

**FACILITATOR:** Lauren Orav

**OTHER ATTENDEES:** Cheryl Hinzl

- **CALL TO ORDER**

The meeting was called to order at 6:30pm.

- **APPROVAL OF DRAFT AGENDA**

Fred Bryan moved to approve the draft agenda, seconded by Elaine Leigh.

- **DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF** - Elaine Leigh for matters relating to advertising/promotion

- **WELCOME OF NEW BOARD MEMBERS**

BIA Chair Robin Maclean welcomed newly appointed Board Members Joanne Stamatopoulos and Brian MacLean.

- **MATTERS OF BUSINESS**

- **2015 Review** – 2015 expenses were briefly discussed.

- **2016 Budget Discussion**

- **Levy Fee:** The BIA Board discussed the fact that to meet the initial budget figure of \$119,060 [get right number], a levy increase would be needed. As Chair, Robin Maclean expressed that he did not necessarily want to have a levy increase, and instead preferred to cut expenses from the budget to target \$106,000 plus the surplus, allowing the BIA to function without a levy increase. Other Board members agreed to work towards this target.
- **Facilitator:** The BIA board discussed the role and expenses for a Facilitator, which is a large portion of the budget. After going over the work that is required of the facilitator, the Board agreed the Facilitator would need to be working 30-35 hours a week. There was also a discussion of what role the cost of insurance played in Facilitator expenses, and it was agreed that because the Facilitator is not covered by the Township's insurance, it is best for the BIA to provide insurance for the Facilitator. Due to the fact that the permanent facilitator will only be contracted from roughly March to December in 2016, the Board agreed to reduce the Facilitator budget to \$30,000 for 2016.
- **Watering:** The Board noticed that the initial amount put towards watering in the 2016 budget was much higher than in 2015. After discussing the duties involved in watering, and considering the costs from 2015, the Board agreed to lower the budget for watering to \$15,000.
- **Flowers:** After reviewing the invoice for the 2016 flower program, the Board increased the budget for flowers to \$8,000.
- **Hardware:** Although money had been budgeted for hardware, in a previous meeting Uxbridge Mayor Gerri Lynn O'Connor and Councillor Fred Bryan agreed this should be covered by the Township. This is also reflected in the Memorandum of Understanding between the Township and the BIA. Therefore, no money is being budgeted for hardware.
- **Banners and Related Costs:** The BIA discussed the banners, including the lack of banners in some area of the Township and the fact that it would be beneficial to order new banners including the BIA website. Director Joanne Stamatopoulos volunteered to go through town and make note of where there are and aren't banners, and report back to the Board. Overall, \$11,000 was budgeted to get the banner program back on track.

- **OBIAA Conference:** The Board discussed the possibility of going to the OBIAA Conference, and whether it would be beneficial. After discussion, \$1,000 was budgeted for the conference, and it was agreed that the BIA will need to make sure that whomever attends the conference will need to make the knowledge they gained from the conference accessible and useful to the Uxbridge BIA.

At 6:52pm, Gordon Highet and Fred Bryan excused themselves to attend the Uxbridge Town Council meeting.

- **Laptop and Cellphone:** The Board agreed to budget \$1,000 for a new laptop and a purchase of Microsoft Office. These purchases will be made through the Township of Uxbridge, which will allow for money to be saved. The cellphone was purchased through the Township for \$200, for a total of \$1,200 for these two items.
- **Phone and Internet Billing:** \$800 was budgeted to pay for the cell phone's bill, including internet access.
- **Website:** Elaine Leigh reported on her meeting with Uxbridge BIA domain owner Ian Giffin, and expressed concern about the fact that the BIA does not own the domain. The Board agreed to reduce website budget to \$175.
- **Audit:** The Board agreed to keep \$900 budget for the audit, as this expense cannot be decreased.
- **Office Expenses:** After reviewing office expenses that will not be incurred because the BIA no longer has an office, the Board agreed to reduce the Office Expenses budget to \$1,000.
- **Enewsletter:** Interim Facilitator Lauren Orav has investigated moving to the free service Mail Chimp and has deemed it possible. Therefore, the Enewsletter budget has been reduced to \$0.
- **Advertising:** The Board agreed to reduce the advertising budget to \$2000.
- **Promotions:** The Board explained that Promotions costs include printing of promotional pamphlets, BIA Bucks, and more. Due to the cost of these things, the budget for Promotions was left at \$1,500.
- **Santa Hut and Suit:** The BIA discussed the fact that most BIAs do not host the Santa Hut, and that this is usually done by a service club. The BIA Board agreed they are interested in selling or

donating the Hut to a local group who could use the Hut in events to benefit the town. The budget for upgrading the Santa Hut is therefore reduced to \$0, and the Board will look into the value of the hut and what local groups may be interested in it.

- **Huck Finn:** Some Directors expressed concern about the benefit of only donating money to the event, and would rather work collaboratively with the organizers for a contribution that is more meaningful and promotes local business. The Board agreed to keep the budget at this for \$1000, and will contact the Huck Finn organizers to discuss it.
- **Promotions:** As Beat the Blues has been cancelled, \$2000 will no longer be budgeted for that event. However, the \$14,000, \$2,000, and \$2,000 budgeted for Shop Uxbridge, and two other events during the year, will continue to be budgeted.
- **Sign Lighting:** At a previous meeting, Uxbridge Mayor Gerri Lynn O'Connor and Councillor Fred Bryan agreed that the cost of the sign should be covered by the Township. Therefore, \$0 has been budgeted for the sign and its lighting.
- **Storage:** As the BIA will no longer be using the train station as an office, it will be necessary to rent a storage unit. \$1,200 has been budgeted for the renting of this unit.
- After the budget is finalized at the next BIA meeting, the Facilitator will schedule a time for the Board to present the budget to Uxbridge Town Council and have it approved.
- **QUESTION PERIOD** – No questions were asked by members that had not already been answered during budget discussions. However, in relation to discussions that happened around the Advertising and Promotions sections of the budget and how to promote shopping in Uxbridge and awareness of Uxbridge businesses, Interim Facilitator Lauren Orav suggested the creation of an event calendar that would include things like business events, classes, workshops, special sale days, and more.
- **ADJOURNMENT**
- At 8:30pm, Robin Maclean motioned to adjourn the meeting, seconded by Joanne Stamatopoulos.

Next BIA Board Meeting: Tuesday February 9th, 2016