



APPROVED MEETING MINUTES

REGULAR MEETING OF THE UXBRIDGE BIA BOARD OF MANAGEMENT

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

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

PRESENT:

BOARD: Gordon Higher, Elaine Leigh, Fred Bryan, Joanne Stamatopoulos, Joanne Richter, Dorothy Jovkovic

ABSENT: Brian Maclean (sent regrets)

FACILITATOR: Lauren Orav

GUESTS: Alissa Mitchell, Peter Grosskurth, Mary Taggart, Cheryl Hinzl, Rich Helms (7:30-8pm)

- **CALL TO ORDER** – The meeting was called to order at 6:30pm.
- **APPROVAL OF DRAFT AGENDA** – Approval of the draft agenda was motioned by Dorothy Jovkovic, seconded by Joanne Stamatopoulos
- **DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF** – Elaine disclosed pecuniary interest for issues pertaining to the office the BIA is renting at 24 Toronto Street North
- **DELEGATIONS: 6:30pm** – Alissa from YDHR regarding upcoming YDHR events and BIA assistance
 - YDHR presented to the BIA on their upcoming 20th anniversary events. They would like to work with businesses to distribute 320 free tickets for Uxbridge residents for the special Saturday train ride, and also hopefully receive some prizes from businesses that can be given away to riders on the train. 4 tickets could be given to interested businesses,

and the BIA Facilitator would decide which businesses are offered tickets through a random draw.

- Joanne Stamatopoulos suggested that merchants who receive tickets would have the option of giving them to loyal customers, or using them for themselves/family/employees as YDHR's way of giving back to the business community.
 - The Facilitator will be working with YDHR on this initiative, and the distribution of tickets to and through BIA businesses.
- **IN CAMERA: 6:45pm – 7:15pm**
 - At 6:45, the BIA Board (minus Facilitator) went In Camera to discuss a matter relating to labour relations or employee negotiations
 - The Board rose from In Camera at 7:20pm with nothing to report
 - **DELEGATIONS: 7:30pm – Business on Brock re: August 6th event**
 - Cheryl Hinzel of SugarFX/Red Hot Design and Mary Taggart of MT Hangers presented to the Board requesting that their "Go Downtown Uxbridge" group work together with the BIA Board to create an Events Committee. Their focus would be walkable events in the downtown area, but they would open the committee and include businesses throughout the BIA.
 - An example of events they would do would include their "Meet, Greet, and Eat" event on August 6th, a proposed downtown trick-or-treating event for Halloween, and a possible window of the month competition. These would be cooperative and inclusive events, hopefully planning for a year in advance, that would include a BIA presence including a welcome tent at a neutral and central location, such as in front of the cenotaph.
 - The presenting group requested the BIA create a subcommittee for events who could work with them and other businesses on these initiatives.
 - Gordon Highet motioned for the Uxbridge BIA to strike an "Events Committee" with Joanne Stamatopoulos as the participating Director, seconded by Dorothy Jovkovic. Vote: all in favour. Carried.

Fred Bryan excused himself at 7:30pm.

- **ADOPTION OF MINUTES**
 - Dorothy Jovkovic motioned to approve the minutes for meeting dated June 14th, 2016, seconded by Joanne

Stamatopoulos. VOTE: All in favour. Carried.

- **MATTERS OF BUSINESS**

- Website Redesign Updates with Rich Helms
 - Rich Helms spoke to the Board to provide an update on the new BIA website. Rich worked with the Facilitator to structure the site so it would help drive business to the BIA. He explained the organization of information on pages that would allow them to act as singular sources of information that were easy to navigate and easy for the BIA to manage.
 - Rich also presented the new layout of the business directory. The previous directory involved many pages, which was disadvantageous for businesses on pages 2+. The new category listing layout lists all businesses in a category on one page, which is easier for browsing, gives equal opportunity for all businesses, and is more accessible. Actual listings have also been designed so that it is easy for shoppers to see a map, call a business, or go to a business' website/social media.
 - The Facilitator and Board will continue working with Rich to upload business listings, create new web content, and work out the visual aspects of the layout.
- 2016 Expenses Update
 - Dorothy Jovkovic provided a 2016 expenses update, in which the BIA was on track with its planned expenses. The Facilitator will forward the expense update to all Directors so they are able to consult it when considering future BIA activities.
- BEAUTIFICATION:
 - Christmas beautification: New bows
 - The BIA requires new bows for their wreaths and discussed the options given by Shear Display. Due to concerns from previous years, the Facilitator was asked to inquire about storage/transportation options, and to ask whether Shear Display would allow a BIA Director to accompany them as they installed the wreaths.
 - The Facilitator was also asked to research bow pricing from other suppliers before the Board makes a decision.
 - Shear Display contract:
 - The BIA's contract with Shear Display will expire in July 2017. The Facilitator communicated with the Township to confirm that the BIA will need to re-tender the contract. The Facilitator will continue researching the issue, and find companies to reach

out to for quotes. The BIA will once again be negotiating a three-year contract, as this allows the BIA to budget for future years and be sure of the pricing for each year in the contract.

- New lights: Joanne Stamatopoulos will be taking on Beautification, including lights and watering, as a portfolio. She and the Facilitator will continue research to figure out the money needed for the new lights, sourcing them, and installation.
- Banners: As noted at the previous meeting, the BIA will need to replace some banners that are faded. The Board held a consensus that they want to stay with the colours and logo they currently have, but that it would be beneficial to look into procuring new banners of new design that are still consistent with the old ones, so they can all be hung together and look cohesive. The Facilitator will discuss banner hardware with the Township, and continue researching banners and pricing.
- Watering: Invoices/Contract:
 - BIA Chair Elaine Leigh discussed the updated contract, plus the invoice from Traz Landscaping for the extra work he had been tasked with in early June. Dorothy Jovkovic motioned to approve the invoice for \$791, seconded by Joanne Richter. The Board also reviewed and had no objections to the new corrected watering contract.
 - The Facilitator will follow up with Traz Landscaping about the invoices, new contract, and WSIB.
- Planning for Thomas
 - Metroland Media is once again creating a train publication for Day Out With Thomas visitors. The BIA has been asked if they would like another half-page ad this year, for \$350. Due to the fact that this ad is handed out to the thousands of DWOT visitors
 - Joanne Richter motioned to purchase the ad, seconded by Gordon Highet. Vote: all in favour. Carried.
 - The Facilitator presented the quotes she had received from Red Hot Design and Dire Consulting Inc for producing banners/signs for the DWOT Welcome station. The Facilitator had attempted to contact a third local business but did not get a response. The Facilitator was asked to acquire quotes from another business that may be able to provide the work (Staples), and report back to the Board.
 - The Facilitator has also spoken to Gary Randall of Wood Treasure who previously supplied wooden cut-outs for the BIA's Dog Art. Mr. Randall is willing to supply the BIA with

decorative wooden cut-outs of trains or train crossing for an affordable price. The Facilitator and Joanne Stamatopoulos will work out the shapes, sizes of the cut-outs and the exact number.

- Proposed purchase of power bar/surge protector, tent weights, phone case
 - Dorothy Jovkovic suggested that as she owns many powerbars/surge protectors, she donate one for the BIA's usage. The Facilitator will follow up with her about this.
 - Joanne Richter motioned to approve the purchase of this equipment for the BIA (an Otterbox phone case, two packs of tent weights, and two folding chairs), seconded by Gordon Highet. Vote: All in favour. Carried
- Town Page BIA announcements and communication with businesses
 - The Board discussed how to best communicate and share information with members. Ideas included a regular feature on the Township page, the Facilitator continuing to connect with businesses in person, pamphlets/letters for new businesses, and more. The Facilitator will book a meeting with the Township's Communications Officer to discuss this.
- BIA Participation in Signage Study w/ Tourism, Township
 - The Uxbridge Tourism Advisory Committee is currently pursuing a signage assessment and grant opportunity through Central Counties Tourism. The Board expressed interest in being part of this project, and will be making it an item of discussion during future budget meetings.
- Culvert construction and reconstruction: BIA role
 - The Board discussed the Township's current plans for culvert reconstruction in the Brock Street area, and committed to continuing passing information on to members and representing their interests when it comes to the construction and reconstruction of the area.
 - The Facilitator will fill out one of the feedback forms expressing the BIA's interest in being kept in the loop about construction, and will contact Public Works about being able to see their current plans for reconstruction of the area.
- **PORTFOLIOS UPDATES**
 - Administration
 - The Facilitator briefly mentioned that the BIA Board had approved \$20 for her to visit a Chamber Breakfast. The fee for the breakfast originally approved was waived by the Chamber, and the Facilitator also attended the Mayor's breakfast. The Board was fine with transferring the fee they approved to cover the different breakfast date.

- Project Planner
 - The Facilitator will add Events Committee to the Project Planner.
 - The Board discussed the Uxbridge Cycling Plan presentation to Council, and BIA involvement in the project. Both the Facilitator and Joanne Richter of The Second Wedge will be the BIA representation on the Committee for the creation of this plan.
 - The Facilitator will also investigate the plan and whether the BIA needs to budget any money for Cycling Plan projects.
 - The Board also discussed making the BIA's tents and tables more readily available to businesses for their events/openings. In the past, there was a \$20 fee for tent/table rental.
 - Joanne Richter motioned that from now on, the tents/tables/chairs will be available for BIA businesses usage free of charge, although the BIA may require a security deposit for usage, seconded by Dorothy Jovkovic. Vote: All in favour. Carried.
- Update re: Tourism Advisory Committee
 - Joanne Stamatopoulos is now the BIA representative on the Tourism Advisory Committee. She and the Facilitator provided an update on the Tourism and BIA partnership, including how Tourism is working on a new website that will include businesses and promotional opportunities for businesses, the tourism ambassador program, and the availability of the Tourism Trailer for BIA usage.

- **NEW BUSINESS**

- Farm to Train event – Elaine Leigh briefly introduced the Farm to Train event that will be taking place in September and benefitting the Uxbridge Food Bank. Details about the event are still being confirmed but as it will involve BIA businesses, she said that closer to the event she would like to request the BIA includes the event on their website/Facebook.
- Display Board for events
 - The Facilitator suggested that if the BIA is going to have a presence at various events, it may be a good idea to have a display board with information about the BIA, fun facts, and photos of events. This will promote the BIA and explain what it is to visitors who do not know. The Board liked this idea and the Facilitator will pursue it using some unused display boards the BIA still owns.
- Rental/storage thing:
 - Elaine Leigh left the room for this discussion due to a conflict of interest.

- Previously the BIA had been asked to share space with the Chamber of Commerce, and paid them \$200 a month all-inclusive for use of office space. The BIA has been informed that beginning in August, the Chamber will no longer be renting this office space. The BIA discussed what to do – whether to continue renting the space for \$400 a month starting in August, search for another tenant to share space, look around for another location, or simply to not have an office and instead have a storage locker while the Facilitator works from home. The BIA Facilitator clarified that having the office space was very useful to the BIA – it allowed BIA businesses to come drop off materials for events, for the Facilitator to have a place to work with a stable internet connection, and for the Facilitator to have easily scheduled meetings with contractors about beautification, watering, cycling, etc.
- The Board opted to stay in the office for the time being, but for the Facilitator to research other options and for a solution to be found as soon as possible.
- Joanne Stamatopoulos motioned for the BIA to pay the \$400/month rent month to month until another space or co-tenant is found, seconded by Joanne Richter.
- Tree Trimming: Dorothy Jovkovic suggested that the Township be contacted about ensuring all trees along BIA streets are trimmed to allow business signs to be seen. The BIA Facilitator has received comments about this from other businesses and has passed the information onto the Township. She will watch for the tree trimming to be completed, and follow up with the Township again if it does not happen within a few weeks.

- **QUESTION PERIOD**

- There were no questions.

- **ADJOURNMENT** – The BIA Board adjourned at 10:07pm.

Next BIA Board Meeting: Tuesday August 9th, 2016