



## MEETING MINUTES

### REGULAR MEETING OF THE UXBRIDGE BIA BOARD OF MANAGEMENT

TUESDAY, JUNE 14TH, 2016 6:30 p.m.

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

#### ATTENDANCE:

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

FACILITATOR: Lauren Orav

GUESTS: Owen Mayville, Ken Boyd, Ian Boyd, Sari Pandopoulos

- **CALL TO ORDER** – Elaine Leigh called the meeting to order at 6:34pm.
- **APPROVAL OF DRAFT AGENDA** – Motioned by Joanne Stamatopoulos, seconded by Brian Maclean
- **DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF** - None
- **DELEGATIONS** – Trailblazer Creative regarding Uxbridge app
  - Sari Pandopoulos from Trailblazer Creative presented on her new Uxbridge App which will be released in late June. This app will include a variety of things related to Uxbridge, and is relevant to the BIA because it will include business listings. Businesses will all receive a free one-month trial on the app, and beyond that the listings will be paid.
  - She requested that the BIA assist in forwarding information about the app to member businesses, and possibly list the app on the website as a Member Opportunity.
  - Due to later discussions that were deemed relevant to this issue, a Board response to the app was delayed until later in the meeting.

- **ADOPTION OF MINUTES**

- For meeting dated May 10<sup>th</sup>, 2016
- Motioned by Gordon Highet, seconded by Dorothy Jovkovic.  
VOTE: All in favour.

- **MATTERS OF BUSINESS**

- **New Board Member welcome:** The Board welcomed Joanne Richter of The Second Wedge Brewing Co, the Board's newest member.

- **2016 Expenses Update:** Dorothy Jovkovic provided an expenses update, in addition to the audited financial statements for 2015.

A motion to approve the 2015 financial statements was put forward by Dorothy Jovkovic, seconded by Joanne Stamatopoulos

Dorothy Jovkovic also mentioned that according to these audited financial statements, the welcome sign on the Southwest end of town is now completely paid for.

Dorothy Jovkovic also asked that the Board motion to waive two invoices the BIA had submitted to businesses that have since closed.

Brian Maclean motioned that the two invoices, one to Consign This for \$25 and one to The Loft for \$30, be waived. Seconded by Dorothy Jovkovic. VOTE: All in favour.

- **Website Redesign Updates** - Elaine explained that the previous website host has worked with Debbie Leroux at the Town to switch the domain names to the Uxbridge BIA.
  - Lauren provided some updates on what the look of the new site will be, its new directory, events calendar, etc.
  - The Facilitator will invite Rich Helms to the next Board Meeting provide

- **BEAUTIFICATION:**

- **Twinkle Lights Issues/Maintenance**

- Elaine provided an update on how the lights were taken down due to their poor condition.
- Joanne Stamatopoulos brought up that since the trees are causing so many issues, it may be better for the BIA to try a different tactic, such as projected lights or lights on lampposts. The Board and guests

discussed how lights lampposts could be implemented.

- The Facilitator will connect with Public Works regarding whether it would be possible to have lights plugged into the lamp-posts somehow and report back to Joanne and the Board.

▪ **Watering**

- There has previously been confusion regarding the exact specifics of what the BIA is contracting a waterer for and what they are responsible for. After consulting the MOU, the BIA now understands that they are responsible for supplying the plants and planting the sign gardens and Toronto St common areas, but not maintaining them.
- The Facilitator will get back to the Township to make sure they understand the MOU and that these areas will be looked after. She will also clarify with the contractor what his responsibilities are, draft a new contract, and ensure he has a map of all the baskets he is to water.
- The Facilitator will procure in writing a guarantee from Otter's that the winter storage is in fact included in the invoice the BIA has recently received, and will discuss with Otter's how replacement plants work for the hanging baskets.
- Joanne Stamatopoulos asked about whether it would be possible for the BIA to supply plants for some of the business-owned planters on Brock Street. It was decided that because they are owned by the businesses, the BIA cannot be responsible for planting or maintaining them.

▪ **Banner/look Refresh**

- Some of the BIA banners are faded and need replacing. The Facilitator did a brief presentation on what is working in other BIAs and the possibility of how the BIA may benefit from new banners.
- It was suggested the BIA may want to hire someone regarding branding and design.
- After discussion, it was agreed that The Facilitator will discuss banner options with the heritage community, and connect with BIA businesses to ask their opinion on new banner initiatives.

▪ **Update re: Bike Racks and Bike Friendly Initiatives + Parkette**

- The Facilitator provided an update with regards to Township discussion about adding bike racks to the

town, and how she has been discussing this with local businesses. Due to the need for planning, studies, and the upcoming culvert renovations in town, it is likely bike racks will not be installed for quite a while. However, it will be beneficial to the town to wait for information and to do this correctly.

- The Facilitator will be creating a map of all current bike rack locations within the BIA that can be used on the new website, and for planning initiatives.
- **Santa Hut Sale Update:** The Facilitator reported that the Optimist's Club of Uxbridge has accepted the offer of the Santa Hut donation, and the Facilitator will continue speaking with them about this.
- **Babes Shop Brock: BIA Bucks Pamphlet**
  - The BIA Facilitator showed the Board the pamphlet she created to accompany the BIA Bucks in the grab bags for Babes Shop Brock. She will buy cardstock to print the final versions of the pamphlets.
  - It was also suggested that the pamphlet be updated to reflect that the Bucks can be used at any time, not just during the event. The Facilitator will update the pamphlet appropriately.
- **Planning for Thomas Update**
  - The BIA Facilitator had collected feedback from businesses which feel strongly that a welcome centre at the arena would benefit them. The Board is fine with a welcome centre being created. The main challenge is that the Thomas event runs for six days, and the welcome centre would need to be staffed for all those days. It was suggested that in addition to the Facilitator working at the centre, interested businesses be asked if they could have an employee spend a two hour shift at the table and be able to promote their business at the same time.
  - The Facilitator will contact businesses about signing up for welcome centre shifts, and update businesses on the BIA's plans for Thomas.
  - Joanne Stamatopoulos brought up the idea of having train-related cut-outs to stick in planters/gardens leading people down the street towards the downtown. The Facilitator will discuss this with Blue Heron as well as the contact which was previously used to supply cut-outs for the Dog Art Fundraiser.
- **Office hours + Storage Items**
  - The Facilitator will plan her own office hours and share the hours with the members.
  - As items are being moved from storage at the train station to the new office, the Facilitator asked for opinions on certain

items including what to do with leftover event materials and old signage. Some old signage that is in good condition and can be re-used will be saved and stored. Items such as photo frames that belong to Sari Pandopulos will be returned to their owners.

- **Town Page Discussion**

- Previously, the Facilitator had received a request from Trailblazer Events regarding advertising in the Town Page. The BIA forwarded this request to the Township, and the request was approved. However, after questions from members, the BIA requested to see the Township's guidelines for the Town Page. The guidelines the BIA received make it sound as though the initial request should not have been approved.
- The Facilitator will update the Township on the situation.

- **Communication guidelines.**

- After a discussion regarding how the Board should most effectively share information among themselves, it was suggested that new information/requests are sent to the entire Board, while issues that are not new can be sent only to those involved in dealing with them. The Facilitator will be increasing the amount of information that is shared with the Board. When necessary, the Board will also be establishing subcommittees.
  - The Facilitator will find some way of flagging emails which are most important and require responses.
  - The Facilitator will create a Dropbox to centralize important documents, including the MOU, Procedural By-Laws, etc, so this information is easily accessible by the Board.
- **Fall Event on Train (Elaine):** Elaine Leigh briefly summarized the event she is helping plan for the fall, involving dinner and music on a train ride. This event will happen in late September.

- **PORTFOLIOS UPDATES**

- Administration

- **Facilitator: Social Media Update:** Due to the meeting running long, the Facilitator skipped the Social Media Update, only mentioning that things are going well and the BIA now has an Instagram account.
- **Facilitator: Canada Day:** The Tourism Trailer will be at Canada Day, and the Facilitator has asked to help staff the Trailer and represent the BIA at Canada Day. No one on the Board had any objections to this.
- Elaine Leigh also mentioned that the Canada Day Committee would like to borrow the 3 BIA tents for Canada Day. No one on the Board had any objections to this.

- Project Planner – The Board reviewed the Project Planner and all issues had been addressed in previous discussions.
- **NEW BUSINESS**
  - The Board returned to the discussion of how the BIA should promote the new Uxbridge App, which has been created by a BIA business. It was agreed that it would be appropriate for the app to be featured on the Members Opportunity section of the website, and the BIA Facilitator will wait for more information from Sari Pandopoulos about the app before sending out information about it to BIA member businesses.
- **QUESTION PERIOD** – No questions.
- **ADJOURNMENT** – Motion to adjourn by Joanne Stamatopoulos, seconded by Fred Bryan. VOTE: All in Favour.

Next BIA Board Meeting: Tuesday July 12<sup>th</sup>, 2016