



MEETING MINUTES

REGULAR MEETING OF THE UXBRIDGE BIA BOARD OF MANAGEMENT

TUESDAY, MARCH 8TH, 2016 6:30 p.m.

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

PRESENT:

BOARD MEMBERS: Elaine Leigh, Joanna Stamatopoulos, Robin Maclean, Dorothy Jovkovic, Gordon Highet, Brian Maclean

FACILITATOR: Lauren Orav

GUESTS: Cheryl Hinzal, Shelley Macbeth, Pamela Beach, Gerri Lynn O'Connor

ABSENT: Fred Bryan

- **CALL TO ORDER** – Robin Maclean called the meeting to order at 6:30pm.
- **APPROVAL OF DRAFT AGENDA**
 - Motioned by Gordon Highet, seconded by Dorothy Jovkovic
- **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 February 9th, 2016
 - Gordon Highet motioned to approve the minutes, seconded by Dorothy Jovkovic
- **MATTERS OF BUSINESS**
 - **2016 Expenses Update** – Dorothy provided a brief recap, and explained she would have a larger update at the next meeting after

the budget was approved.

- **2016 Budget Presentation Recap**

- Robin Maclean provided a recap of the budget presentation that happened before Uxbridge Town Council on March 7th. Gordon Hight raised a question regarding how the budget surplus was being carried over, and this was clarified by Robin Maclean and Dorothy. Mayor Gerri Lynn O'Connor asked a question regarding the money budgeted for renting a storage unit, and if it would not be better to purchase a unit. The Facilitator and Board will look into pricing for the purchase of a unit that can be stored on Township property instead of renting a unit.

- **Huck Finn Funding (needs motion).**

- Robin Maclean motioned to review the issue of funding for Huck Finn Day, seconded by Elaine Leigh. Robin Maclean presented an argument for supporting Huck Finn Day with \$1,500 instead of \$1,000 due to how the event benefits tourism, local business, and Uxbridge as a whole. The Board and other meeting attendees discussed the impact of the event.
- Brian Maclean motioned to rescind the previous motion which involved supplying Huck Finn Day with \$1,000 of funding, seconded by Dorothy Jovkovic. Vote: Carried.
- Elaine Leigh motioned to increase Huck Finn Day funding to \$1,500, seconded by Brian Maclean. Vote: Carried.
- Joanna Stamatopoulos suggests budgeting some money for BIA participation in the event, and motions to budget \$250 to do this. Seconded by Robin Maclean. Vote: Carried.

- **Website Updates and Tender**

- Interim Facilitator Lauren Orav mentioned that Take Root Creative is currently having a free website evaluation promotion, and suggested the BIA use this promotion. She will contact Take Root Creative and ask that the BIA website be evaluated as part of their offer.
- Lauren Orav also presented the draft tender for the BIA website redesign. After a brief review and discussion of the

tender, it was agreed that the BIA will ask Township staff to review the Tender before it is released.

- **New Facilitator Hiring Committee Update**

- To ensure the hiring process is fair, the Hiring Committee would like to use score cards used for previous hirings. The score card cannot be located within the Facilitator's files, and Lauren Orav will attempt to find a score card within the files left with the BIA by a previous chair. If a score card cannot be located, the Hiring Committee will create their own based on the job requirements.
- Robin Maclean asked about the timeline for hiring, and it was agreed that the Hiring Committee will have the applications reviewed by the end of the week, conduct interviews during the week of March 14th, and hold a Special Board Meeting to discuss results and choose the successful applicant on March 22nd.
- Dorothy Jovkovic had previously been on the Hiring Committee. However, due to her busy schedule, Robin Maclean has volunteered to sit on the Hiring Committee in her place.

- **Tent at Half-Marathon Opportunity.**

- Lauren Orav mentioned she had been contacted by the Uxbridge Half-Marathon Committee about the opportunity for the BIA to have a table at the Half-Marathon. The Board expressed interest, and wondered if it would be possible for BIA Members to volunteer to man the table and promote their businesses. Lauren Orav will follow up with the Half-Marathon Committee about the allowed uses of the table.

Pam Beach joined the meeting at roughly 7:45 pm.

- **PORTFOLIOS UPDATES**

- **Administration**

- The Uxbridge BIA was contacted by the Gardens of Uxbridge Planning Committee regarding support for their event. The Facilitator will distribute information about the event to BIA Members, and invite them to contribute or

participate.

- Lauren Orav brought forward a request from Markham Stouffville Hospital to present and discuss the new health site that will be coming to Uxbridge. The Board discussed, and agreed that while they feel a presentation at one of the BIA meeting would not be beneficial, they would like to be included in the overall process, such as the larger presentation MHS will be putting on later in the spring. Lauren Orav will write to MSH to provide them with the Board's decision.
 - In the BIA's space at the train station are a number of painted dogs from a previous fundraiser. Lauren Orav requested and received permission to contact businesses about giving dogs back. She will also donate the unneeded filing cabinet to Restore.
 - The BIA has been invited to attend the Durham Tourism Symposium in Ajax on March 23rd. As Lauren Orav will still hold the Interim Facilitator position on this date, she was given permission to purchase a ticket and attend on behalf of the Uxbridge BIA.
 - Lauren Orav presented her research about possible grants the BIA could qualify and apply for to assist with beautification projects, including Farm Credit Canada, the Ontario Trillium Grant, and the Rural Economic Development Program. It was suggested that Lauren Orav contact the organizations providing these grants to ensure the BIA qualifies, and to investigate the possibility of the Township and the BIA partnering to apply for grants.
- **Project Planner**
 - The issue of the Santa Hurt will be discussed at the next meeting.
 - Social media promotions were reviewed, and it was suggested that the BIA do more promotions of the Second Wedge Brewery. News was also shared of the Second Wedge's plans to open a patio beside their brewery.
 - Elaine Leigh provided a small update on her progress amending BIA By-laws.

- The BIA will follow up with the Township Works' Department regarding solar lighting for the Uxbridge sign.
- The Board discussed current issues with the lights around town. Due to the time of year, it would not be possible to exchange strings of lights which are under warranty. It was agreed that some malfunctions of the lights may be due to the fact that they are residential quality and not built to be outside for so long. The BIA Board agreed that it would be best to remove the lights and look into a new lighting program for the coming winter season. A newsletter will be sent out to businesses informing them about the plans for the lights, including the fact that the current lights will be kept and reused.
- The Watering Tender will close on March 22nd. The Facilitator will add the Flower Program as a point of discussion to next month's agenda so a contractor can be chosen and notified.
- It was reported that there are still some Christmas banners hanging on Main St N. Lauren Orav will confirm, and contact Sheer Display regarding the removal of these banners.

- **NEW BUSINESS**

- Elaine Leigh reported on her meeting with the Township and YDHR regarding plans for this year's Thomas events. The Board discussed concerns from last year's event, and possible ways to make this year's event more successful. Shelley Macbeth offered suggestions for how to lead people to the downtown area, such as painting train tracks on the sidewalk. Councillor Pam Beach also recounted her experience of the event, and how it was successful with familiarizing visitors from out of town with Uxbridge.
- BIA Members will be contacted about forming a committee of volunteers to organize for the Thomas event.

- **QUESTION PERIOD**

- Shelley Macbeth asked if the BIA has discussed the possible building of a gas station on a lot within town. The Board had not discussed it and did not have any additional information to provide. The Mayor and Councillors presented the information they had been provided, and clarified that the

gas bar was far from a guarantee.

- Gordon Highet brought a copy of the Durham Region Count 2015, which contains statistics on business in Durham Region, for the Board's information.

- **ADJOURNMENT**

- At 8:45pm, Elaine Leigh motioned to adjourn, seconded by Brian Maclean.

Next BIA Board Meeting: Tuesday April 12th, 2016