



APPROVED MEETING MINUTES

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

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

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

PRESENT:

BOARD: ELAINE LEIGH, DOROTHY JOVKOVIC, GORD HIGHET, JOANNE STAMATOPOULOS

FACILITATOR: LAUREN ORAV

GUESTS: CAITLIN CHRISTOFF-TAILLON, ELEANOR COOK (VIA PHONE)

REGRETS: FRED BRYAN, JOANNE RICHTER

ABSENT: BRIAN MACLEAN

- **CALL TO ORDER** – The meeting was called to order at 6:45pm.
- **APPROVAL OF DRAFT AGENDA** – Moved by Gord Highet, seconded by Dorothy Jovkovic. All in favour: carried.
- **DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF** – There were none.
- **DELEGATIONS**
 - Caitlin Christoff-Taillon re: BIA support for Rutledge Jewellers' street closure and activities during Santa Clause Parade
 - On behalf of Rutledge Jewellers, Caitlin Christoff-Taillon informed the BIA of how Rutledge is closing a small portion of Church St during the Nov 19th Santa Clause Parade to have a reindeer petting zoo. The

BIA agreed to support this initiative through online promotions.

- Additionally, there will be some space for local businesses to set up booths on the closed street. The Facilitator will inform BIA Members of this via email, and Caitlin will act as contact for requests.
- Eleanor Cook from Central Counties Tourism re: Santa Train Passport.
 - Eleanor Cook informed the BIA of the Santa Train Passport she is coordinating for YDHR-riders, which features 5 Uxbridge businesses. This is a pilot project that if successful, can be expanded to include more businesses or other related promotions in other seasons. The BIA will receive a report on how this promotion went when it is finished.
 - The BIA will promote this initiative on their website and social media, but has declined to have their logo on the promotional material at this time.
- **ADOPTION OF MINUTES**
 - Gord Highet motioned to adopt the minutes for the meeting dated October 11th, 2016, seconded by Joanne Stamatopoulos.
- **MATTERS OF BUSINESS**
 - 2016 Expenses Update
 - Dorothy Jovkovic provided a 2016 expenses update, and asked that the BIA Board approve the write-off of \$705 worth of unpaid invoices from 2014 relating to businesses sponsoring BIA events.
 - Joanne Stamatopoulos motioned to approve the write-off of these \$705 in invoices, seconded by Gord Highet.
 - Budget 2017
 - The Board went over the 2017 budget, which will be presented in draft at the AGM and to the Township in January 2017.
 - Joanne Stamatopoulos motioned to approve the draft agenda, seconded by Gord Highet. All in favour: carried.
 - Bookmarks and creation of press kit
 - The Facilitator proposed that the BIA would benefit from the creation of a press kit, making it easier to submit ads or

other materials for advertising. The Board agreed, and the Facilitator will research this for the January meeting.

- The BIA is out of promotional bookmarks, and can print more from Staples for roughly \$60. Joanne Stamatopoulos motioned to approve the purchase of more promotional bookmarks, seconded by Gord Highet. All in favour: carried.
- AGM update (review agenda)
 - The minutes for the 2015 AGM are unable to be located. The Facilitator and Chair are consulting with Township staff about this. As nothing was approved in that AGM that has been left unaccounted for, the BIA was advised they should be okay to acknowledge the missing minutes at the AGM and move on.
- BIA Activities/Priorities in 2017
 - The Facilitator briefly consulted with the Board to clarify all initiatives for 2017 that should be introduced at the AGM.
- Christmas Draw Ballots and planning
 - The Board reviewed the ballot for the Shop Uxbridge Draw. The early bird draws have been designated as December 9th and December 16th. The ballots will aim to be distributed by November 25th, so the campaign can start on November 26th.
 - Promotions will consist of paid Facebook and twitter ads, info in newsletter, town page ads, township website announcements, and more. The BIA will also place paid ads in the local newspapers. The Facilitator will coordinate graphic design. The Board allocated \$1500 for these promotions, which is available in the 2016 budget.
- Beautification
 - Flowers for 2017
 - The Facilitator and Joanne Stamatopoulos have proposed a flower basket concept that will be forwarded to the Board, and the order placed for 2017.
 - The Facilitator has had some difficulty finding pricing for new hanging basket hangers. She was advised to consult with Public Works on this.
- EDAC Rep
 - The Facilitator reported that the Economic Development Advisory Committee has informed her that there is a spot open for a BIA rep on EDAC.
- BIA Board size

- Elaine Leigh discussed how in 2015, the Board size was reduced from thirteen to seven. However, with the busy schedules of some Directors, the Board is finding that seven is too small a number, and that this could be changed to nine. The BIA will attempt to find possible candidates, and revisit this issue in January.
- **IN CAMERA** - for a matter relating to labour relations or employee negotiations.
 - Gordon Hight motioned for the BIA Board to go In Camera to discuss a matter relating to labour relations or employee negotiations, seconded by Dorothy Jovkovic.
 - The Board rose from In Camera at 8:20pm with nothing to report.
- **PORTFOLIOS UPDATES**
 - Events Subcommittee Update
 - Halloween Recap: The Facilitator recapped the successes and challenges of the Halloween Event, which has received mostly positive feedback.
 - Other: The Facilitator presented the Events Subcommittee's ideas for 2017 events, which will be presented at the AGM. She also presented ideas for a Christmas Decorating contest.
 - Joanne Stamatopoulos informed that BIA that the Events Subcommittee is working on holding a Christmas event on December 17th, acknowledging that due to the busy schedule of the Facilitator, the Subcommittee will maintain most responsibility for the event. There is roughly \$2000 left in the 2016 events budget that can be used for this event.
 - Administration
 - There was nothing to discuss.
 - Beautification
 - Banners – To be discussed at a later date.
 - Project Planner – Nothing to discuss.
 - Tourism Update
 - No news from Tourism, as their November meeting was delayed.
 - The Facilitator and Chair provided a small update on the progress of the promotional video to be filmed in the Winter and Spring, which the BIA intends to have on the Tourism website if possible.
- **NEW BUSINESS**
 - Dorothy Jovkovic inquired about the difficulty of snow removal for some merchants, and asked what could be

done. While it would be difficult for the town or BIA to coordinate this snow removal, it is possible for the BIA to acquire a list of possible contractors that can be provided to merchants.

- Gord Highet informed the Board that the Township met with the Region regarding garbage issues on Brock Street. As it is a regional road, the Region has been tasked with creating a management plan.

- **QUESTION PERIOD**

- There were none.

- **ADJOURNMENT**

- Elaine Leigh adjourned the meeting at 9:04pm.

Next BIA Board Meeting: Tuesday December 13th, 2016