



## **APPROVED MEETING MINUTES**

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

**TUESDAY, OCTOBER 11TH, 2016 6:30 p.m.**

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

PRESENT

BOARD: ELAINE LEIGH, FRED BRYAN, GORDON HIGHET, JOANNE STAMATOPOULOS, BRIAN MACLEAN

FACILITATOR: LAUREN ORAV

REGRETS: DOROTHY JOVKOVIC, JOANNE RICHTER

- **CALL TO ORDER** – The meeting was called to order at 6:33pm.
- **APPROVAL OF DRAFT AGENDA** – The agenda was amended to remove the delegation, as Sweet World Media has decided against publishing Shop The Trails this Christmas. Approval of the amended draft agenda was motioned by Fred Bryan, seconded by Joanne Stamatopoulos. Vote: all in favour. Carried.
- **DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF** – There were none.
- **DELEGATIONS** – There were none.
- **ADOPTION OF MINUTES**
  - Gord Highet motioned to approve the minutes for the meetings dated September 13th, 2016 and for the special meeting dated September 26th, 2016, seconded by Fred Bryan. Vote: all in favour. Carried.
- **MATTERS OF BUSINESS**
  - 2016 Expenses Update

- The Board reviewed the expenses update and observed that the BIA is on track with expenditures. Noting the remaining values in categories for Christmas décor, the Board discussed what to do for Christmas. After weighing several options, the Board decided to purchase LED twinkle lights to be used by stores to decorate their windows, and to wrap the black lamp-posts around time with red and white ribbon. Additionally, they will pursue decorating the large evergreen tree on the corners of Brock and Toronto Streets.
  - Fred Bryan motioned for the BIA Board to budget \$4,000 to purchase LED lights for storefront windows, \$3,000 for purchase and install of ribbon for lampposts, \$50 for a trophy for a window-decorating contest, and \$300 for decorating the evergreen tree by CIBC.
  - The Facilitator will coordinate purchasing, and will talk to local BIA businesses about sourcing the lights, working with the business that can give the BIA the best pricing. She will also talk to the Township and CIBC about decorating the tree.
  
- Budget 2017
  - Deferred to a later meeting.
  
- Communities of Practice Event: Recap from Elaine and Lauren and Facilitator Suggestion: Strategic Planning for 2017
  - Elaine Leigh and Lauren Orav gave a recap of what they learned when visiting the Alliston BIA, a community which is similar to Uxbridge. They suggested the Uxbridge BIA may benefit from creating a strategic plan to focus their actions and set priorities for the future, and that OMAFRA is holding a free program the assist in the creation of strategic plans. This will be discussed at a future meeting, with the possibility of inviting OMAFRA to do a short presentation to the BIA about goal-oriented strategic planning at a meeting.
  
- Disposal of old lights
  - The Facilitator will inquire with the Township on the best way to dispose of the old non-functional twinkle lights owned by the BIA, with a priority on recycling them.
  
- Christmas Draw Ballots and planning
  - The Facilitator will work with the Township's Clerk's Department to ensure the draw is being held in accordance with regulation with regards to information on ballots and ballot disposal.

- The Facilitator presented all quotes received for the printing of ballots. Gord Highet motioned that the BIA choose Supplier 5 (Trailblazer Creative), providing one colour or black printed ballots, for \$695 plus tax, with design and delivery costs extra, seconded by Fred Bryan.
    - The BIA has wrapping paper remaining from previous years and will reuse it for 2016. The Facilitator will look into acquiring boxes.
  - Social Media Guidelines
    - Lauren and Elaine presented the social media policy they created based on feedback from the Township. Elaine Leigh proposed an amendment to section 13.2.1 of the BIA by-laws: “The website and social media are vital communications tools to the membership and the community. All communications to be posted or updated on the website and social media shall be completed by the Facilitator. Refer to the BIA Social Media Policy.”
    - Gord Highet motioned that the BIA accept this amendment and the Social Media Policy, seconded by Joanne Stamatopoulos. Vote: all in favour. Carried.
  - Uxbridge BIA Video
    - The BIA received a proposal and quote to create a promotional video for the BIA as a shopping area from Take Root Creative. After some discussion, the BIA agreed to accept the proposal and pursue the creation of a promotional video, working closely with TRC to ensure the video is appropriate for the BIA. Fred Bryan motioned to accept the quote of \$1350+tax for video creation, with half the money coming from the 2016 budget and the second half coming from the 2017 budget, as the video will likely not be finished until 2017. Seconded by Gord Highet. Vote: all in favour. Carried.
  - AGM invitations (budget)
    - The Facilitator noted that between the October and November meetings, she will be creating and delivering invitations for the AGM to businesses, which will require the purchase of envelopes/paper/ink. The Board agreed there is plenty of money in the budget for this, and that having the Facilitator meet with businesses in person is better than simply mailing the invitations.
- **PORTFOLIOS UPDATES**
  - Events Subcommittee Update

- Fred Bryan updated the Board that due to the high cost of closing a regional road, it will not be possible for the event committee to keep sections of Brock Street closed after the Santa Clause Parade.
  - The Board agreed the poster that Red Hot Design donated to the Halloween event is appropriate and ready to share.
  - Fred Bryan motioned that the BIA Board budgeted a total of \$350 for the event, to be spent on a combination of candy for businesses and some decorations for the BIA table, in addition to \$20 for a paid Facebook promotion, seconded by Gord Highet. The table will be located in front of the empty storefront by the Brock St parkette, and the Facilitator will send a letter to Council ensuring this is all right.
  - Elaine Leigh suggested the BIA have a sign on the table clarifying the event is not nut-free.
- Administration
  - Antivirus: The Facilitator reported that the BIA laptop's antivirus is nearing its expiry. Fred Bryan motioned that the BIA spend up to \$60 on antivirus renewal, seconded by Joanne Stamatopoulos.
  - Building Business Forum: The Facilitator was contacted by the Region about the BIA's participation in the event, and forwarded the suggestion that the BIA collaborate with the Township, putting any promotional material they have on the Township's table/booth. The Board agreed.
- Beautification
  - Flowers for 2017: The Facilitator noted that a flower order cannot be placed until the BIA has worked with the Township and made a decision regarding additional flower basket hardware. The Facilitator will talk to the Mayor and Township about this to clarify.
  - Banners: No update
- Project Planner: All items on the project planner had already been discussed.
  - Tourism Update: The Facilitator recapped the recent Tourism meetings and progress on the Tourism website. She has asked the Tourism Advisory Committee to make a small presentation to the BIA about the website and opportunities for businesses when the TAC is ready to do so.

- **NEW BUSINESS**

- Gord Highet noted that he sits on the Economic Development Committee, and invited the BIA Chair and Facilitator to attend the next EDAC meeting to ensure
  - The BIA received approval to decorate the Welcome Sign in Uxbridge with seasonally appropriate decorations. Joanne Stamatopoulos moved that the BIA budget \$200 for welcome sign decorations, seconded by Fred Bryan. Elaine Leigh noted that Keith's Flower Shops has volunteered to assist with decoration planning, and the Facilitator will reach out to them about this.
- **QUESTION PERIOD:** There were no questions.
  - **ADJOURNMENT** – The meeting was adjourned at 8:25pm. Vote: all in favour. Carried.

Next BIA Board Meeting: Tuesday November 8<sup>th</sup>, 2016