



APPROVED MEETING MINUTES

REGULAR MEETING OF THE UXBRIDGE BIA BOARD OF MANAGEMENT

TUESDAY, SEPTEMBER 13TH, 2016 6:30 p.m.

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

Attendance:

DIRECTORS: Elaine Leigh, Dorothy Jovkovic, Joanne Stamatopoulos, Fred Bryan,
Gord Highet

FACILITATOR: Lauren Orav

ABSENT: Joanne Richter (regrets), Brian Maclean

- **CALL TO ORDER** – Elaine Leigh called the meeting to order at 6:35pm.
- **APPROVAL OF DRAFT AGENDA** – Elaine Leigh announced the Sweet World Media delegation would need to be cancelled. Dorothy Jovkovic motioned to approve the agenda with the delegation removed. Seconded by Joanne Stamatopoulos. Vote: All in favour. Carried.
- **DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF** – There were none.
- **DELEGATIONS** – None
- **ADOPTION OF MINUTES**
 - For meeting dated August 9th, 2016
 - For meeting dated August 30th, 2016
 - Joanne Stamatopoulos motioned to approve the minutes for both August 9th and August 30th. Seconded by Dorothy Jovkovic. Vote: All in favour. Carried.
- **MATTERS OF BUSINESS**

2016 Expenses Update – Dorothy Jovkovic provided an expenses update and clarification of the way charges were being processed for the storage unit (a deposit was required). Fred Bryan motioned to approve the Storage Unit deposit be recorded as an expense for 2016.

- Seconded by Gord Hight.
 - Approval was also required to cover insurance for the Facilitator to work at the Welcome Station during Day Out With Thomas. Fred Bryan motioned to approve the \$62 cost for this event insurance. Seconded by Gord Hight. Vote: All in favour. Carried.
- Budget 2017 – The Facilitator will follow up with Shear Display regarding costs for maintenance that will inform the budget. It was agreed the draft budget needs to be finalized at the October meeting so it can be presented at the Annual General Meeting in November. It was agreed that the Board will discuss the budget via email, and that another special budget meeting is not required. It was asked whether there are any plans to increase the levy this year, and the Board agreed there was no need for a levy increase.
- Day Out With Thomas: Recap and Discussion – The Facilitator presented her observations and the feedback she received from businesses regarding DOWT. This year, parking was better, though more signage would be beneficial. The railway crossing signs the BIA used for decorations were misinterpreted as designating parking spaces for Thomas. Many restaurants and pubs did well during the event, while retail and cafes did not have many customers.

Thomas has been confirmed to be returning in 2017. The BIA discussed ways to have more engagement, including returning the Welcome Station to a place near the gates, holding a scavenger hunt that will not inconvenience businesses, and more. The Facilitator will compile all the feedback from this year so it can easily be used next year, and planning will begin earlier next year.

- Booth at Building Business Forum – The Building Business Forum will take place on October 21st in Leaskdale and is free to attend. The Facilitator raised the question of whether the BIA would like to have a booth there. The Board discussed, and agreed it would be more beneficial to instead have something to hand out or leave on tables, especially as Joanne Richter of The Second Wedge will be a speaker, and will likely raise Uxbridge BIA awareness during her presentation. The Facilitator suggested using the bookmarks that were handed out at Thomas, though there are not enough leftover and more will need to be ordered. The Facilitator will research the

cost of printing more and get back to the Board. It was suggested that the bookmarks include an upcoming events calendar on them, to draw more visitors to shop in Uxbridge.

- Communities of Practice Event – The OBIAA and OMAFRA are holding a day-long event in the Alliston BIA to educate other BIAs about downtown revitalization. It is \$50 a person to attend for the full day. Fred Bryan motioned to approve the cost of \$100 for the Facilitator and Chair to attend this workshop and bring back the information to share with the Board and BIA Members. Seconded by Gord Highet. Vote: all in favour. Carried.
- AGM Planning – The AGM will happen in November, as usual. The BIA must give 20 days notice of the AGM, and will do so via newsletter, in the Town page, as well as paper invitations that the Facilitator can give to businesses when visiting. The Board suggested the date of November 22nd at 7:00pm, and the Facilitator will confirm this date with the Township. The Facilitator will purchase some coffee, snacks, and water for the meeting. The Facilitator will also retrieve and prepare the minutes from the previous AGM that will be needed for the upcoming meeting.

The Board discussed running the AGM, and that the Chair will lead the meeting. To enable discussion without getting off topic, it was suggested that comment sheets be provided for all attendees. The Facilitator and Chair will work together to create a Powerpoint, and the Facilitator will provide a demonstration of finding information on the new website. Prior to the meeting, the Board will prepare ways of sharing positive information about the past year, so businesses can learn useful and effective strategies from each other. The BIA Board would also like to promote more awareness of how the BIA can work with business owners, find ways to work with them on ideas, and promote more awareness of Uxbridge businesses to Uxbridge residents.

- Social Media Update – The Facilitator provided an update of social media, with an analysis of what is working well for the BIA online: sharing business accomplishments and contributions to the community, “behind the scenes” type posts, and letting followers endorse their favourite businesses.

The Facilitator and Chair discussed a conversation they had had about coming up with a more strategic advertising/marketing strategy to draw more residents to shop in Uxbridge. In conversation with business owners and others, the idea was brought up that it would be useful to survey residents about why

they did and did not shop in Uxbridge. The Facilitator can create a survey and informally speak to people she meets on the streets in town, at events, and other places. This information can then be used to create a targeted and strategic marketing campaign and strategy.

The Facilitator and Chair also discussed the idea of creating a promotional video about shopping in Uxbridge, and are speaking to Take Root Creative about how to go about this.

- Advertising for upcoming events around Uxbridge – As the previous Facebook advertisement for the website was popular, the Facilitator will look into ways to use Facebook promotions to draw people to the BIA, especially during other Uxbridge events (theatre, events in the park, tours, etc).

- **PORTFOLIOS UPDATES**

- Events Subcommittee Update
 - Joanne Stamatopoulos provided an update of Event Subcommittee planning:
 - Halloween: The Halloween Trick or Treating event has been proposed for October 29th from 11-2. All businesses, anywhere in the BIA, who want to participate will be given candy to hand out by the BIA or can supply their own (or can give away other items). All children in costume accompanied by an adult will be able to participate free of charge. A map will be given out to show which businesses are participating. Businesses will also be provided with posters all participants can put in their store windows.
 - Remembrance Day: Poppies for Remembrance Day are still being planned.
 - Christmas: The Events Subcommittee would like to keep the street closed after the Santa Clause parade to encourage families to stick around, shop, and enjoy the BIA. The most realistic option would be to keep Main Street and Toronto Street open while closing sections of Brock Street. Businesses can have sales outside, bring in food trucks, and more. Fred Bryan said he will talk to the Township's Public Works department about the logistics of this.
- CHRISTMAS BIA PROMOTION:
 - The Board discussed this year's Christmas draw. There was discussion of timing, and whether it would be better to move

the draw to a less busy time of year to encourage business in slow months. However, the Board decided to keep the event during Christmas shopping, beginning on the day of the Santa Clause parade and running until early January – the “Holiday Hangover” theme/promotion in January can begin with the events draw. Another event or promotion can be planned for slow months.

The BIA Board discussed this year having smaller amounts as prizes, but having more prizes to give away. This year, the Board wants to do more advertising and promotions. The Facilitator will research how many ballots were used last year and acquire quotes from printing businesses around town.

- Administration
 - MOU – The Facilitator provided an update that the Township will be taking responsibility for filling and maintaining the new planters on lower Brock Street and will be amending the MOU accordingly. The BIA Board suggested keeping in contact with the Township so the plants used for the planters complement the BIA flowers in 2017.

- Beautification
 - Extension of flowers/watering through September: The current weather forecast shows nice weather through the end of September, and the Board agreed they would like to keep the flowers up for an extra two weeks. The current watering contractor quoted the BIA \$600 per week to extend his watering services. The Facilitator has also spoken with Otters Greenhouses and they are all right with taking down the flowers at a later time. Fred Bryan motioned to approve the \$600 per week watering extension for two weeks, until the end of September. Seconded by Joanne Stamatopoulos. Vote: All in favour. Carried.
 - 2017 Flowers: The Board discussed flower colour options, and agreed red and white for Canada’s 150th birthday were the colours they want to choose. Joanne Stamatopoulos and the Facilitator will work to figure out the best variety of plants for these colours, and will send a recommendation to the Board. The Facilitator noted that Otters has warned orders for red and white flowers must be completed early, as they will be popular colours for 2017.

- The Board briefly discussed talking to the Township about additional hardware for flowers, as they would like to extend the program.
 - The Facilitator and Chair will meet soon to plan the watering tender for 2017+.
- New lights: The Facilitator will contact Shear Display to clarify costs for the banner enhancer maintenance. Joanne Stamatopoulos will continue working on lighting.
- Banners: After checking in with the Board on timing, the Facilitator will continue banner research.
- Project Planner
 - By-laws: Elaine Leigh is working on a social media policy and related by-law amendments. The Facilitator will set up a meeting for herself and Elaine to discuss the new policy with the Clerks Department to make sure it is sufficient.
 - Tourism Update: The Facilitator provided a recap of the Tourism Advisory Committee meeting she recently attended. The TAC is working on their website, and is keen to include businesses related to tourism on their site. The Facilitator will continue connecting with Tourism and pursuing opportunities for BIA promotion and collaboration as appropriate.
- **NEW BUSINESS** - There was none.
- **QUESTION PERIOD**
 - Facilitator asked about what role the BIA can play in business openings or open house events, as she had received a question from a business about ideas for one. The Board discussed being present at and promoting these events, as well as connecting businesses to the Township and other local groups.
 - As some businesses have raised questions about garbage pick-up in their area, the Facilitator asked for clarification about what the BIA's role is in these issues. Although the BIA needs to stay aware of these issues, it is ultimately something taken care of by the Township of Uxbridge and Region of Durham, and the BIA should connect businesses to these organizations when issues arise.

- Dorothy Jovkovic asked for a clarification of who is able to attend BIA meetings. The meetings are open to the public, and whomever wants to attend can do so, even if they are not a BIA Member.
- **IN CAMERA** – For a matter relating to labour relations or employee negotiations
 - Gordon Hight motioned for the BIA Board to go In Camera at 8:53pm. Seconded by Fred Bryan.
 - The Board rose from In Camera at 8:56pm with nothing to report.
- **ADJOURNMENT** – Elaine Leigh adjourned the meeting at 8:56pm.

Next BIA Board Meeting: Tuesday October 11th, 2016