



## **APPROVED MEETING MINUTES**

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

**TUESDAY, NOVEMBER 10TH, 2015 6:30 p.m.**

**LOCATION: BIA Business Centre (19 Railway St. at YDHR Station)  
UXBRIDGE, ONTARIO**

Present: Don Andrews, Susan Fumerton, Dorothy Jovokovic, Elaine Leigh, Councillor  
Fred Bryan, Facilitator Sari Pandopulos  
Late: Robin Maclean  
Regrets: Councillor Gordon Highet

**I. CALL TO ORDER 6:30 p.m.**

- Approval Draft Agenda by Fred 2<sup>nd</sup> by Susan

**II. DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF**

**III. DELEGATIONS - Don Pollard 105.5 Radio Station**

- presented overview of the new radio station & explained that the focus is about being local & they are very interested in giving back to the community. The station is using interacting with the community via facebook
- advertising opportunities on the radio were discussed
- enquiries were made about the possibility of creating some BIA co-sponsored radio promotions for the 2016 for which the BIA would pay for an intro/exist message and 2 or 3 member businesses would be spotlighted during each commercial. It was stressed that a BIA sponsored campaign could be offered to members as part of the Jan/Feb 2016 Beat The Blues promotion. It was conveyed that to make the program advantageous & attract BIA member businesses to join into the campaign the BIA pricing would need to be at a lower rate than individual member rates. To develop a partnership the BIA & radio station can setup links to each other's websites. It is discussed that the station could also provide on air mentions to promote the BIA santa hut & other BIA news/events. It was mentioned that the BIA sponsored campaign would require the radio station to provide split billing so that each member sign up for the BIA sponsored campaign would be billed

directly from the radio station not the BIA. Questions were asked about the production lead time involved to kick off a January 4<sup>th</sup> radio spot & it was confirmed that commitments would need to be made in December & the BIA may need to sell the spots to members. Further discussions would follow via email & Dan would be doing some on air mentions for the Shop Uxbridge promotion. Dan left the meeting following his presentation.

#### IV. **ADOPTION OF MINUTES**

- For meeting dated Oct 13<sup>th</sup>, 2015 Motion to approve by Fred - 2<sup>nd</sup> by Dorothy  
**Vote Carried**

#### V. **PORTFOLIOS UPDATES**

- **Procedural Bylaw** – it was confirmed that Mike from the Township is looking into the guidelines for BIA Associate Memberships & further discussions will be had & updates to the bylaws will be made accordingly
- **Beautification** The downtown window lights were discussed & it was confirmed that the remaining packages of indoor lights that were in the storage area have now been pulled out & delivered to some of the newer members who had not previously received lights or members who had moved including; MT Hangers, The Bar Café & Market, Nexxus Coffee House, Consign This, Savon Du Bois & Commuters Wife. It was noted that 6 sets of outdoor lights were also pulled from storage & will be used to replace some of the strands which are burnt out downtown. Don volunteered to handle install with Susan. A question was asked about the Townships light exchange program in that some of the burnt out strands could be swapped out for new ones. The bows on the wreaths were discussed & Shear Display had been contacted for options to replace them since they are tired and worn looking. The quote will be used as a guideline for setting aside funds in the 2016 budget to change them out. Other pricing options will also be looked into to try to lower the costs since bows have been quoted ranging from \$50-\$80 each, therefore we would need to budget almost \$1000 for new bows next year. Further discussions will be had to look into the possibility of removing the bows & going with balls only. Local quotes will also be looked into.
- **Administration** the Board discussed tapping into the CIP program so Fred will look into it & it was mentioned that Rebecca Mustard will be a great resource since she was involved in the Brock Township initiative which just wrapped up at the Building Business Forum. The website hosting was discussed since the BIA has not been paying any expenses related to the hosting services that have been no charge from Ian Giffin since he was on the Board. The Board agreed that the BIA should own the domain and requested that Ian be contacted to discuss the costs & ownership transfer into the BIA's or Township's name. Any website costs when then be shown accordingly on the 2016 budget. The Shop Uxbridge promotion was discussed & it was mentioned that to make it easier for members each business would not need to email in or be phoned for the

name of an early bird winner from their box but rather the BIA would simply put each of the participating businesses name into a ballot box & the early bird winners name would be pulled from that business. First early bird is November 28<sup>th</sup>. It was confirmed that a Thomas Talk recap meeting had been arranged with YDHR for November 16<sup>th</sup> at 2 p.m. & that Tourism has also been invited to attend and hear how we can all better partner to support the event & help our member businesses get involved. The BIA member postcard which Dire Marketing had printed was mailed out to the BIA area via Canada Post. Since the card had already been printed before the Shop Uxbridge promotion was changed from WIN A CAR to the money unfortunately the BIA incurred the costs for a separate sticker to be printed & applied to each card in order to correct the info. Also additional copies of the post card were delivered door- to- door along Brock St. by the Facilitator during walkabouts & members were reminded about the AGM date. The cost for the mailing was not put through the Township account as originally planned due to problems accessing their account so we paid the mailing costs directly to Canada Post.

## **VI. MATTERS OF BUSINESS**

**Expense Update** – Dorothy presented the budget tracking sheet via the projector & discussed expenses

**2016 Budget** It was confirmed that the DRAFT 2016 budget had been presented to Council on Monday & that the BIA was the 1<sup>st</sup> group to present our plans & our actual budget meeting with the Township is not set until December so we were early in our effort to start the ball rolling sooner. The Board discussed that the budget increase reflects a cost of living increase not just for this year but for the past few years since no levy increases have been made so this will be catching up. The min/max. levy change was also considered and suggested that the min could be increased from \$230 per year to \$300 which would involve approx. 31 properties as per the previous reports which had been created by Donna at the Township. There was also a discussion about the BIA relationship to the Township since comments were heard that we are a Committee of Council however we are an arms-length organization which was puzzling so Don will contact the Mayor to clarify this information. The Board also discussed that BIA office lease & will not be renewing the space so the budget will be updated accordingly to remove the rent of \$3200 & also remove \$1000 from under banners, remove \$300 from newsletter & adjust the draft budget to show \$1200 for conference/banners since we will alternate between the 2 expenses every 2<sup>nd</sup> year. Tasks to add to the budget to do list include changing the newsletter from constant contact to mail chimp for a free service, drafting a letter of ask to accompany the budget submission to the Township & suggest a partnership for the purchase of the solar lighting for the Gateway sign. Also Donna Condon would need to be consulted for the budget projections. The draft would be revised to \$119060 & presented at the AGM & then presented to Council again on December 10<sup>th</sup>. The Board also suggested that the Draft budget be put up on the website & be changed to read subject to council approval

- **AGM** The meeting is set for November 24<sup>th</sup> at 7pm at the Township & the more detailed version of the powerpoint will be presented to share it with the membership. The Board discussed the best way to handle questions. Some edits to the long version of the presentation will need to be made to reflect the changes discussed & the AGM agenda will be revised to remove the reference to meeting being at the Township (Dec/April) since all meetings will now be relocated since the office space will not be leased.

**NEW BUSINESS** It was mentioned that the weekly BIA meetings have also been moved to the Township so the room was booked & a room has been booked for the monthly meetings. It was suggested that next year the BIA should consider selecting & presenting a BIA Business Ambassador award to a member. It was mentioned that an email had been received that invited businesses to join together and decorate by making a bubble wrap tree for outside their shop so it will be shared via the newsletter. It was mentioned that WIN THIS SPACE is now being hosted in yet another community since Collingwood is rolling out the program. The BIA website has been updated with more member opportunities including the Fantasy of Lights. Several Members are also involved with the Toy Drive kick off. It was confirmed that the Board would like to receive copies of the EDAC meeting minutes so they can be emailed to the Board when they come in from the Township. The North Durham Employer Survey/newsletter was mentioned along with the changes OBIAA is trying to make to the Municipal Act. An email had been received to Congratulate the Tin Mill on their Ontario bike You Tube video. There initiatives going on in town include the Rotary Home Tour & Shop the Neighbourhood had advised that only 1 BIA business has signed up for their program. It was confirmed that the purchase order to buy the plants for 2016 had been signed off and sent to Otter Greenhouses so they can order the plants. The Board was also shown a photo of the colour combination & plants that have been recommended for 2016 so the Board accepted the idea to order the baskets all red with purple accents. A question was raised as to whether Township events for other committees like trails should be shared via social media & the website to which the Board confirmed yes they should be supported. It was also mentioned that the Chamber of Commerce will be awarding their annual awards on November 24<sup>th</sup>. An idea was shared that for each day in 2016, one member business name will be taken from the BIA website directory & promoted via the BIA face book page since this would be yet another way to encourage members to visit the website & also keep their website listing updated.

VII. **ADJOURNMENT** 9:26pm

Next BIA Board Meeting: Tuesday December 8th, 2015

**LOCATION CHANGE: Board meetings will be relocated to the Township Office from December - April**

BIA 2015 AGM: November 24<sup>th</sup> at 7 p.m. Township Office