



APPROVED MEETING MINUTES

REGULAR MEETING OF THE UXBRIDGE BIA BOARD OF MANAGEMENT

TUESDAY, SEPT 8TH, 2015 6:30 p.m.

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

PRESENT: Don Andrews, Susan Fumerton, Dorothy Jovkovic, Elaine Leigh, Robin Maclean, Sari Pandopulos

ABSENT: Councillor Fred Bryan, Councillor Gordon Highet

- I. CALL TO ORDER 6:31 pm**
 - Approval of DRAFT Agenda by Elaine – 2nd by Robin **VOTE CARRIED**

- II. DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF** Elaine Leigh for advertising and print media & Susan for the inventory sell off discussion since her business is purchasing the unused bag supplies

- III. DELEGATIONS - none**

- IV. ADOPTION OF MINUTES**
 - For meeting dated August 11th, 2015 motion by Susan – 2nd by Dorothy **VOTE CARRIED**

- V. PORTFOLIOS UPDATES**
 - Portfolios were recapped & edits to the survey comments were emailed in so a few final changes are needed following which it will be created into a PDF and posted on the website to share the answers with our membership. The Trestle Celebration plans were also recapped & there is still an opportunity for the BIA to purchase a spot for BIA area shopping map on one of the sign panels which would cost \$750. A motion was made by Elaine to pull funds from the banner repaid portfolio which was 2nd by Susan - **VOTE CARRIED**
 - It was mentioned that the Office Space lease had been signed off & dropped off to Debbie at the Township and the BIA Facilitator contract

renewal has been accepted & emailed in. It was mentioned that the the bylaws will be added on the next agenda for discussion.

- Beautification recap included discussion about the watering which will be done until the middle of the month (Sept 15th as per the contract) following which the flower baskets will be picked up for storage at Otter Greenhouses so I courtesy call will be made by the Facilitator to touch base with them. It was also mentioned that YDHR had reported a problem with visibility problem being caused for the train by the hanging basket near HH Goode so it needed to be removed. The plant was last seen at the Thomas event entrance and had not been returned following the event so it appears to be missing & will need to be tracked down since the basket is part of the BIA owned hardware. YDHR will be contacted.
- Advertising was to be discussed so Elaine left the room & the board reviewed the opportunity to rebook an advertising spot for \$700. Following discussion the Board concluded that they would not pay to promote the BIA directory since each business has the opportunity to sign up for a free listing or to purchase an ad for their business. To support the guide, it will be added onto the BIA website/member opportunity section.
- **Administration** - WIN THIS SPACE meeting held with Rebecca from Durham Region Econ. Dev. to discuss rules & proposed addendum needed since contest timelines where postponed
- **Communication**- a BIA Program Guide DRAFT has been created so the project is underway & local suppliers are involved with quoting on the booklet once the final DRAFT is ready it will be emailed to the Board for sign off. The BIA Member post card DRAFT was created and sent to the Board for input. It was suggested that the lettering in the red box change to white. Quotes from local suppliers will be reviewed and once the DRAFT is finalized it will be mailed out via the Townships account to help reduce mailing costs. The Township confirmed they would do an internal billing to chargeback the cost. The BIA Associate Membership program is being developed & will become a revenue streams as mentioned during the last year's budget planning & at the AGM so the Board will discuss it further as the next meeting.
- **Events** – Sidewalk SALE recap was discussed and it was mentioned that a Property Owner had come to the BIA booth in front of numerous Thomas visitors & inappropriately vocalized their anger with the street closure & expressed inappropriate comments about the Township etc. It was also mentioned that a problem had arisen with the Shell Gas Station due to the Inflatable which was too close to their driveway therefore the business hours were not posted as the business being open on Sundays which caused the concern. In future, it was stressed that anytime the BIA has a tent to set up for an event it requires 2 people to set up & man. The 2nd bouncing castle was not funded by the BIA so invoices will be created to bill the sponsors. In an effort to promote the BIA website and facebook page a photo contest had been incorporated into the Sidewalk sale & resulted in some great fun entries & a prize from The Perfect Scoop

Gletao shop being awarded. The i spy contest resulted in lots of interest from families who were very excited to hear that there was a chance to win tickets since they had not purchased tickets online and drove all the way to Uxbridge. Overall the contest results in 13 prizes being award by the businesses who sponsored it. The BIA had purchased Thomas train tickets and the winner was a family from Uxbridge who came to the BIA and surprised their grandchildren that they were going onboard the train. KX96 had also announced their ticket draw on air and were set up near Rutledge Jewellers to promote the Sidewalk Sale. It was also mentioned that several merchants had been commenting & critiquing the event online via facebook so it was suggested that the BIA host Thomas Talks & encourage members to come in person to share their feedback & ideas to help with planning for 2016. Two dates will be made available early in the morning to allow business owners to stop by on their way in the morning. Elaine will mention it to Tourism to get them involved & the goal is to then request a meeting with YDHR and review the feedback to help with their planning for Thomas' return next summer. It was stressed that the Thomas event has attracted more visitors to Uxbridge than any other event & when it returns next year it's in the best interest of the member businesses to get on board early and make their businesses more visible & integrated into the event since the majority of the attendees were from out of town and had no idea where anything was located in town. Notes of attendee comments & feedback were taken at the BIA booth so they will be shared to assist with planning next year's sidewalk sale & Thomas event.

- **Promotion** – recommendations were made to change the Shop Local Holiday Car as the Shop Uxbridge promotion which would have more widespread appeal to attract out of town shoppers plus local residents. It was mentioned that Sari & Dorothy had met to recap the budget & discuss the promotion budget so that we could plan the Early Bird payouts/BIA bucks. The Car Tender DRAFT was discussed & it will be emailed to the Board for input. Susan made a motion to tender to purchase a vehicle from the 2016 budget for the promotion which was 2nd by Elaine - VOTE CARRIED. It was mentioned that the tendered reply date will be set for before the next meeting so that the Board can discuss the promotion & vote to accept one of the bids. The ballot was also discussed & local suppliers had quoted.

VI. MATTERS OF BUSINESS

- **Expense Update/Inventory Sell off** The Board reviewed the expense recap report & discussed that the invoice for \$427.89 for flowers will be moved to the gateway sign since they were for that project & purchased separately. More invoices will be forthcoming for the Thomas Sidewalk Sale expenses & Facilitator work hours are to come. Susan was asked to leave the room while the room discussed the inventory sell off invoice. Following discussion a motion was made by Elaine to prorate the invoice

for the Shop The Trails supplies which was 2nd by Dorothy - VOTE CARRIED.

- **2016 Budget** – The Board is considering the 3 events for 2016 & one could be held in Jan/Feb as a Beat The Blues promotion, June could be a Summer Solstice/Moonlight Madness & an event at the end of Sept could become a Shop the Trail promotion to take advantage of the Ontario Culture Days initiative and also be a larger partnership event with other organizations to launch a number of other activities around town over the Culture Days weekend. To confirm member interest in a Beat The Blues promotion the next newsletter will mention the concept of Blue foods, drinks, specials etc... which members could get on board to host since sales are generally lower after the holiday season. Event funding support was also discussed. Applications for Central Counties Tourism funding support will be looked into to determine how we can tap into funding & build the events into larger signature programs. It was mentioned that the budget DRAFT for 2016 showed 4 events so it will need adjustment to show 3.
- **Website** The Board discussed the website and a motion was made by Robin for the BIA to secure the website & domain so that they are owned by the BIA and not a third party which was 2nd by Elaine - VOTE CARRIED. The facilitator will look into what's involved and advise back.
- **AGM** – The AGM meeting is set for November 24th and a powerpoint presentation will again be presented. A DRAFT will be created and reviewed by the Board at the next meeting.

VII. **NEW BUSINESS** A Cycle Tourism event was held at Elgin Park with the cyclists camping in the park overnight & dining in town so a handout with the restaurants who are open Monday night's we designed and printed for the event organizers to hand out and promote the businesses. Comments were made about the use of Co-op Students to help with plans/ideas. It was mentioned that whenever there is are 2-day events the Township street sweeper should be on hand for cleanup. The Shop The Trail booklet will be getting underway & the wording in conjunction with the BIA will be removed to avoid confusion since non-member businesses are also welcome to book ads in the booklet since it is not a BIA project. The BIA does however receive a free spot on a prime page (on the inside front cover) in lieu of the use of the name since the BIA used the name previously. Tourism is presenting the Tourism plan to Township Council on October 5th at 9 a.m. The BIA levy was discussed and the new editorials which will be printed in the Cosmos newspaper to help communicate what the BIA does.

VIII. **ADJOURNMENT 9:35 pm**

Next BIA Board Meeting: Tuesday October 13th, 2015