



## **DRAFT MEETING AGENDA**

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

**TUESDAY, MARCH 7TH, 2017 6:30 p.m.**

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

- **PRESENT:** BOARD: ELAINE LEIGH, DOROTHY JOVKOVIC, JOANNE RICHTER, CHRIS AUGER, FRED BRYAN, GORD HIGHET
- **FACILITATOR:** EMMA SHAW
- **REGRETS:** JOANNE STAMATOPOULOS
  
- **CALL TO ORDER**
  - 6:31 pm
- **Approval of Draft Agenda**
  - Fred
  - Joanne second
  - Carried
  
- **DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF**
  - none
  
- **DELEGATIONS** – None
  
- **ADOPTION OF MINUTES** - For meeting, dated February 13th, 2017
  - Dorothy
  - Fred second
  - Carried
  
- **MATTERS OF BUSINESS**
  - Tender Reviewal
    - Watering 2017/18

The Tender Agreement is reviewed, all Directors provided a copy to provide input prior to finalizing and posting with the Township.

Fred Bryan made the suggestion to change a word in the agreement to reflect the need for the planters to be watered every day.

After the meeting, Fred Bryan also suggested to add an item to the agreement to reflect the prorated cost of requiring an additional month of watering, should the weather in September cooperate. Thus, avoiding an opportunity for the service provider to decide their own cost for additional services.

- Banner RIM 2017/2018

The Tender Agreement for the 2017/18 Banner program was reviewed. There are still questions about who owns the Veterans Day banners and where they are stored. The Facilitator will confirm further details from the Township (Ben Kester).

- Banner replacement plan

The need for a re-branding of the BIA Banners is addressed, and the Board has confirmed budget available for 20 new banners a year (approx. 5 year plan for banner replacement). The Facilitator referred to the new Tourism Website, in order to highlight a need for consistent messaging throughout the town's services. The Facilitator will connect with Kate Collins at the Tourism office to confirm we are able to utilize some of their messaging.

After messaging is finalized, the Facilitator will work with Susan at The Cosmos for design ideas, which will then be presented to the Board of Directors for approval.

- Tourism Website Launch – BIA link

The Board has agreed that there is a need for the BIA to be represented on the new Tourism website, however as the Tourism site already has merchants listed, we do not want to be redundant with information. Many businesses (BIA and otherwise), have yet to register their business information on the website. The Board discussed the idea of the Facilitator updating the Tourism site on behalf of the BIA businesses, but it is agreed that it would be unfair to those who took the time to do it themselves.

The Facilitator will reach out to Elanor Cook of Central Counties for advice on how they've managed this with other Towns.

- 2017 – Budget Updates

Chris Auger asked if the BIA was promoting on the Radio

Elaine Leigh – the issue is there are 250 businesses so not enough budget to promote every BIA member.

Huck Finn – with Board of Directors will further discuss their contribution to Huck Finn for 2018, as there is debate about the \$1500 donation that will be made for 2017.

BIA Bucks – 1<sup>st</sup> Place winner – hasn't spent the money yet

3<sup>rd</sup> Place winner – has only spent a portion

2<sup>nd</sup> Place Winner – hasn't been located yet (Fred to follow up)

There is no timeline for when the BIA Bucks need to be spent

Lights – Joanne requested to know where the money would be coming from to fund lighting

Elaine confirms the money will come from the 2016 carry-forward

There would not be flexibility in the BIA Bucks to fund lighting as that funding was drawn from the present years budget.

- **PORTFOLIOS UPDATES**

- Events Subcommittee Update
  - Review of suggested Easter Event

An emailed breakdown of the event was reviewed, as the Events Committee Chair was not in attendance. Questions regarding the event will be discussed directly with the Events Committee.

- Calendar of Events – Timeline/Responsibility

The Facilitator will work directly with the Events Committee to secure a Calendar of Events.

Facilitator to provide budget and breakdown to get a calendar on the BIA website.

- Administration
  - Review of BIA Events Guidelines

The Facilitator discussed the opportunity to add Guidelines to the BIA Events bylaws. Director Gord pointed out that all guidelines are subject to interpretation, and this could lead to more issues created than solved. No further work will be done to the BIA Event Guidelines.

- Beautification
  - Lights

Elaine Leigh, along with the Facilitator will be meeting with The Mayor, Clerk and CAO of the Township to discuss twinkle lights on Brock Street. Issue of fewer trees on the East end of Brock Street was brought up. Elaine discussed the need for work arounds – bringing in additional potted trees. Elaine mentions that it isn't fair to go without any twinkle lights just because some parts of the street have fewer trees. The people in town want to see twinkle lights. They brighten up the streets at night and look beautiful. Elaine would like to see the BIA budget for twinkle lights year-round.

- **NEW BUSINESS**

RED Grant

- Friday meeting re: culvert reconstruction grant
- Grant would be for marketing materials/marketing support
- Preliminary at this time

Thomas

- BIA needs to work internally with its members to communicate a positive message about Thomas
- Promotional materials should be based around a return visit, not focusing so much on the day of. Parents and kids are tired after Thomas, they just want to

get in their cars and go home.

- **QUESTION PERIOD**

- **ADJOURNMENT**

Meeting was adjourned at 8:44 p.m.

Next BIA Board Meeting: Tuesday April 11<sup>th</sup>, 2017