



APPROVED MINUTES

REGULAR MEETING OF THE UXBRIDGE BIA BOARD OF MANAGEMENT

TUESDAY, December 12, 2017 6:30 p.m.

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

- **CALL TO ORDER 6:40PM**
- **PRESENT: JOANNE STAMATOPOULOS, DOROTHY JOVKOVIC, JANICE MUNRO, GORD HIGHET**
REGRETS: FRED BRYAN, LAURA REYBROEK, JOANNE RICHTER
- **FACILITATOR: ELAINE LEIGH**

- **APPROVAL OF DRAFT AGENDA**
 - Motioned by Dorothy
 - Seconded by Gord
 - Carried

- **DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF**
 - None

- **WELCOME OF NEW DIRECTOR – Janice Munro**

- **DELEGATIONS**
 - None

- **ADOPTION OF MINUTES**
 - For meeting dated: November 14th 2017
 - Motioned by Dorothy
 - Seconded by Gord
 - Carried

- **MATTERS OF BUSINESS**

- AGM Review
 - Private Facebook page suggested by member
 - The Board would like to reach out to Debbie Leroux at the Township regarding our private Facebook page, facilitator to connect
 - It was suggested proceeding with caution with members posting images, particularly those containing people, the Facilitator will ensure all postings follow the BIA Social Media policy. The facilitator will also connect with Debbie Leroux regarding this issue.
 - Extended shopping hours; the facilitator has discussed this with a limited number of businesses. It was suggested 8:00pm on Thursdays. There was some discussion on this being after Easter until labour day. The facilitator to continue discussing this with businesses. There was some discussion of launching this during the already scheduled road closures. The facilitator and directors to share ideas.

- **BEAUTIFICATION**

- Banner design

See report

- The board had a great discussion regarding banner designs provided by design company with the following suggestions:
 - New Font
 - Trendy Images ie. Cartoon of shopper per Joanne S. email
 - Using buildings blacked out rather than trees. Styled similar to Culvert Logo
 - Stylized graphics
 - No words on background.
 - For relax use images such as the Uxbridge Library Clock Tower, The Train Station witches hat.
- The facilitator to meet with design firm to provide directors feedback

- **BUDGET**

- 2017 Update
 - Budget on track
 - Facilitator to contact Shear Display again for the 2017 invoice.

- **PORTFOLIOS UPDATES**

- Events

- It was agreed the Events Committee needs more members. The facilitator will contact interested

parties. It was also agreed more notice is needed for businesses to prepare for events or perhaps market their items in conjunction with the BIA events. When a full Events Committee is in place regular meetings and minutes will be set up. The facilitator will arrange this.

- It was also noted partnering with YDHR and Tourism to help bring more shoppers to Uxbridge. The facilitator will attend Tourism meetings to connect with both YDHR and Tourism.
- The facilitator will set up a meeting with YDHR to discuss shared opportunities.
- The facilitator will reach out to Central Counties regarding the passport program
- A larger event was discussed, this will be added to the January agenda

- Christmas 2017
 - Event to include Elves, Santa and carollers as available
 - Bella Nove Singers confirmed

- Valentines 2018
 - February 11th 2018
 - King and Queen of Hearts visit Uxbridge
 - King and Queen handing out candy
 - Event Committee to secure King and Queen
 - The facilitator to start promoting early January to allow businesses to market accordingly

- Easter 2018 - Report
 - March 31st 2018
 - Easter Bunny visits Uxbridge
 - The facilitator will reach out to other egg hunting events so not to conflict with their hunt.

- Halloween 2018
 - October 27th
 - Kids Trick-or-Treating
 - This to be discussed in future meetings

- Christmas 2018
 - Discussion in future meetings

- **ADMINISTRATION**
- Report Procedural bylaw amendment
 - Revisions approved by board

- **NEW BUSINESS**

- Discussion regarding Landlord Vacancy Rebates, as per Region of Durham feedback request.
 - Durham Region has been asked for feedback from the BIA pertaining the Vacancy Rebates given to Landlords. Although Uxbridge has several vacant storefronts and commercial properties it is felt the program is a benefit to building owners that have vacancies but not the cause of the vacancies. The board agrees the BIA should support keeping the program in place noting our decision is based on limited business feedback. This will be noted in our letter to the Region.
 - The facilitator will draft this letter and submit with the Chairs approval.

- **QUESTION PERIOD**

- **ADJOURNMENT - 8:31 pm**

- Motioned by Gord
- Seconded by Janice
- Carried

Next BIA Board Meeting: Tuesday January 9th, 2018