



## **APPROVED MEETING MINUTES**

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

**UXBRIDGE BIA**

**TUESDAY, January 9th, 2018 6:30 p.m.**

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

- **PRESENT:** Joanne Stamatopoulos, Dorothy Jovkovic, Fred Bryan, Janice Munro
- **REGRETS:** Gord Hight, Laura Reybroek, Joanne Richter
  
- **CALL TO ORDER: 6:32 pm**
  
- **APPROVAL OF DRAFT AGENDA**
  - Motion Fred
  - Second Dorothy
  - Carried
  
- **DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF**
  - None
  
- **DELEGATIONS**
  - None
  
- **ADOPTION OF MINUTES**
- For meeting dated: December 12<sup>th</sup> 2017
  - Motion Fred
  - Second Dorothy
  - Carried
  
- **MATTERS OF BUSINESS**
  - Shear Display – Issues with communication. The board discussed looking at alternative companies, perhaps reaching out to other townships, ie Markham or Newmarket
    - Facilitator to reach out to other communities and report to the board

- **BEAUTIFICATION**
  - Banner design
    - Discussion about the cost of an illustrator, it was decided it was outside of the BIA budget. The Board will review the existing wording on the banners; Shop, Dine, Explore, and Relax. The board members to come up with ideas, in our search for alternatives. When decided, we will research images or illustrators to match the agreed upon wording.
    - The facilitator stressed that timing is important. The Christmas décor will remain in place until the new banners are available. Not ideal however to have them removed and have Shear Display install the new banners at a later date is costly.
  
- **BUDGET**
  - 2017 Update
    - Budget on track for 2017
  
- **PORTFOLIOS UPDATES**
  - Events
    - Christmas Event Review
      - The Christmas event was a huge success with costs staying within our budget
    - Signature Event discussion
      - Facilitator discussed the possibility of a large Christmas Market. It was suggested we try and partner with other groups. The Board is agreeable with this. The facilitator to look into this as well as grant options and partnering with other groups.
      - Valentine's Event, the king and queen of hearts will be downtown on February 10<sup>th</sup> along with carollers to add cheer to Valentine's shopping. The facilitator to send a newsletter to businesses who wish to schedule them at their location to compliment their Valentine's specials. This to be scheduled in ½ increments.
  
- **ADMINISTRATION**
  - Rick Hansen Ambassador Presentation
    - Scheduled for March 1<sup>st</sup> 2018
  - Report: Facilitator update
    - Culvert update – discussed an event during construction, facilitator to look into options for the next meeting

- BIA Event Funding – facilitator to reach out to Debbie for any concerns and to the accounting dept. for procedure
- Standardized fonts, the facilitator would like to have standard font sets for use on the website, and advertising. The facilitator will send out some options for the board to review.

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- **NEW BUSINESS**

- OBIAA Return on Investment Report
  - Facilitator suggested it is available to review

- **QUESTION PERIOD**

- Facilitator advised the board she will be on vacation from January 24<sup>th</sup> until Feb 8<sup>th</sup>. She will be answering emails however the BIA phone will remain with one of the directors.

- **ADJOURNMENT: 7:55 pm**

Next BIA Board Meeting: Tuesday February 13<sup>th</sup> 2018