



APPROVED MEETING MINUTES

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

TUESDAY, May 8th 2018 6:30pm

**LOCATION: Township of Uxbridge, 51 Toronto St. S, Uxbridge
Scribes Room**

CALL TO ORDER, by Vice Chair 6:33 pm

**PRESENT: Gord Highet, Fred Bryan, Joanne Richter, Alexa McCarthy,
Dorothy Jovkovic, Janice Munro, Joanne Stamatopoulos (late arrival),
Daryl Pike (late arrival)**

GUESTS: Annie Hardock

APPROVAL OF DRAFT AGENDA

- **Motion Gord**
- **Seconded Janice**
- **Carried**

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

WELCOME – Daryl Pike and Alexa McCarthy

ADOPTION OF MINUTES for meeting, dated April 10th 2018

- **Motion Gord**
- **Second Fred**
- **Carried**

Win this Space update

**Motion to allow facilitator hours and to move forward with the request to
the Township**

- **Motion Joanne S**

- **Second Dorothy**
- **Carried**
 - **Councillor Highet has suggested we approach the Township and utilize \$15,000 of the CIP funding that was not used for the Façade program and use it for a 2018 Win this Space competition. The idea is to have a positive event around the Culvert Construction.**
 - **This would be a toned-down version of the previous competition limiting the locations.**
 - **The Board is ok with facilitator using hours to be the point person but would like to discuss it further if Township approval is granted. Councillor Highet will prepare a report for the next council meeting, facilitator will attend.**
 - **Some suggestions and concerns from the board follow:**
 - **Comments from the last Win this Space, Joanne expressed that timelines were challenging, it was suggested we allow more time for businesses to prepare.**
 - **Daryl has suggested we divide the prize money to allow for two businesses, thus filling up two spaces. The board expressed concerns that the funds would be limited for a start up company. The \$1000 per month for 12 months was a fair and enticing award to the suitable candidate.**
 - **Joanne S. expressed concern over location, with the Township funding this event are we able to specify in BIA area only; it was decided that would be necessary if the BIA is a point person on this project.**
 - **Joanne R expressed changes to the previous event ie limiting finalists**
 - **Please review the attached report for further details**
 - **This was tabled for the June meeting pending approval from the Township of Uxbridge**

Springtide Music Festival update

- **Presentation from Joanne Richter and Patty Ewaschuk coordinators of the Springtide Music Festival, highlights of the event were:**
 - **1000 people attended the event**
 - **68 performers**
 - **Springtide is a Non-profit organization**
- **The Event was a huge success with no negative feedback received to date**
- **The organizers expressed their thanks to the BIA for sponsoring the event and have begun plans for next year.**

Sponsors such as the BIA were nearly half of the event's revenue. The BIA logo appeared on all banners, signs etc.

PORTFOLIOS UPDATES

- **Banner Update**
 - **Thomas banners**
 - **YDHR has agreed to pay ½ the installation cost (RIM)**
 - **Motion to dispose of old banners**
 - **Motion Fred**
 - **Second Dorothy**
 - **Carried**
- **Beautification**
 - **Twinkle lights are an issue, some are not working. The facilitator to follow up with the Township as the issue appears to be with the power supply. Previously the Township was limited due to ice.**
- **Budget Update**
 - **All on track. Part of the Surplus is for the sign project and BIA Bucks not redeemed**
- **Events**
 - **No Trucks! Let's Celebrate!**
 - **Joanne S. expressed concern on the "No Trucks! Let's Celebrate! She will come up with ideas. We will follow up at the June meeting**
 - **Sidewalk Sale**
 - **Corn Roast**
 - **The board expressed wanting to combine both events and have a sidewalk sale with a corn roast. The facilitator has discussed this with the Culvert Project Coordinator as timelines could be a challenge. The facilitator with follow up with the board at the June meeting.**
 - **New Events suggested**
 - **Casual Sidewalk sale suggested by Joanne S. the idea being people strolling Brock Street with perhaps a musician, a popcorn machine. This event would be casual. The facilitator to look into costs and follow up with Joanne S.**

- A sidewalk sale located in the Staples Parking lot was suggested by Janice, the idea being hold something in August or September when the Staples plaza and Canadian Tire are busy with back to school shoppers.
- Many of the residents shop just in the south end. This sidewalk sale would have Downtown businesses promoting their products. This assists in both letting people know that the downtown is still open during the construction as well as letting those who do not shop in the downtown core what is available there.
- Possibly with a promotion of **North meets South**
- Janice will connect with the landlord of the property and see if this is an option.
- We will follow up at the June meeting.

ADMINISTRATION

- BIA Website – Accessibility Report
 - Directors have requested a “Tip Sheet” for businesses, the facilitator will look into this.
 - The facilitator has suggested the OBIAA.com website is an excellent resource for accessibility. The facilitator will send this information out with the next newsletter.

Motion to adopt the Dynamic Accessibility Symbol

- Motion Daryl
- Seconded by Alexa
- Carried

- OBIAA Conference update
 - Report
 - Directors to review the PowerPoint presentations
- Sponsorship application “Cosmos”
 - Application on file
 - Joanne S. supports but is concerned our rules may require a reoccurring event. The facilitator to confirm.
 - Motion to approve application pending clarification of rules

- Motioned by Gord
 - Seconded by Dorothy
 - Carried
- **Huck Finn**
 - Report (thank you from Pat Higgins)
 - Event this year, as all years was a great success! Pat Higgins and all of the event organizers thank the BIA for the sponsorship.
- **Picnic Tables**
 - The facilitator had a discussion with Mike as to where tables can be placed. Facilitator would like to purchase 3 picnic tables 3 umbrellas and game boards. In an effort to keep traffic in lower Brock during the construction. The idea would be to ask businesses to assist in removing the umbrellas and perhaps holding the game pieces.
 - The board has suggested we approach a local woodworker to build the tables, send out a quote request.
 - Concern was expressed over placing the tables, it would be ideal if we could find a permanent home however placement is an issue. Another concern is when we can place the tables, September may be too late to encourage outdoor traffic. Will they only be temporary if so what to do with them after the culvert construction is complete.
 - The facilitator will continue to discuss this with Mike (Culvert Project Coordinator) who may be able to assist with solutions.
- **Thomas Literature**
 - The facilitator had a discussion with YDHR about hand outs at the Thomas Event. The Cosmos currently does the handouts however it was suggested by Kirstin that we could do a brochure to put in the train station. She has found many people pick up the brochures. The facilitator has suggested something bright and colourful to attract attention.
 - It was suggested by Daryl we have a table outside the event with a Marketing plan in place encouraging people to return perhaps with the tagline **“Come back when the kids go back”** Perhaps with businesses giving discounts or coupons.

- **The facilitator will look at the options on tables or perhaps partnering with Tourism with the trailer. Also, she will look into costs of publishing a handout.**

NEW BUSINESS - None

QUESTION PERIOD – No questions

ADJOURNMENT

Motion to adjourn 8:10 pm

- **Motioned by Gord**
- **Seconded by Janice**
- **Carried**

Next BIA Board Meeting: June 12th 2018