

# **DRAFT AGM AGENDA**

## **ANNUAL GENERAL MEETING OF THE UXBRIDGE BIA MEMBERSHIP**

**TUESDAY, NOVEMBER 20th, 2018 7 p.m.**

**LOCATION: TOWNSHIP OF UXBRIDGE OFFICE  
COUNCIL CHAMBERS ROOM  
UXBRIDGE, ONTARIO**

- **CALL TO ORDER**
- **APPROVAL OF DRAFT AGENDA**
- **APPROVAL OF MINUTES FROM 2017 AGM**
- **WELCOME & INTRODUCTION OF BOARD**
- **OVERVIEW OF 2018**
- **2019-2020 DRAFT BUDGET AND PLANS**
- **QUESTION/ANSWER PERIOD**
- **ELECTIONS**
- **ADJOURNMENT**



**Next BIA Board Meeting: Tuesday December 11<sup>th</sup>, 2018**

# What is the BIA?

- Business Improvement Area designated by the Township funded by a Tax levy on commercial properties funds BIA
- Includes 250 businesses on Brock Street, Toronto Street, Douglas Road, parts of Main Street and some side streets
- BIA Board of Management (consisting of 2 Councillors and 7 local business owners) direct the BIA with assistance from the Facilitator and meet monthly



# What is the BIA?

Beautification

Events &  
Promotions

Support &  
Administration

“The BIA is a non-profit organization, which shall be dedicated to improving the economic health and quality of life in the Township BIA. The BIA Board of Management works to create the best possible environment in which to work, shop, live and visit.”

“The **BIA Board of Management** is entrusted to the improvement, beautification & maintenance of the municipally owned lands, buildings & structures in the business improvement area and the promotion of the business improvement area as a business, commercial and shopping area.”



# 2018 In Review

- Changes to the BIA Board of Management included a new Chair, Directors and in late 2018 a new Facilitator
- New Banners designed to promote “Explore. Shop. Unwind. Savour”
- Events hosted include: Corn Roast and Halloween Trick or Treat
- Website updates to include an accessibility page and Culvert Page (know as Construction Corner)
- Accessibility Presentation in partnership with the Township of Uxbridge
- New winter flower baskets



# Beautification - Flowers

The BIA partnered with the Township of Uxbridge to bring a pleasing balance of hanging baskets and planters



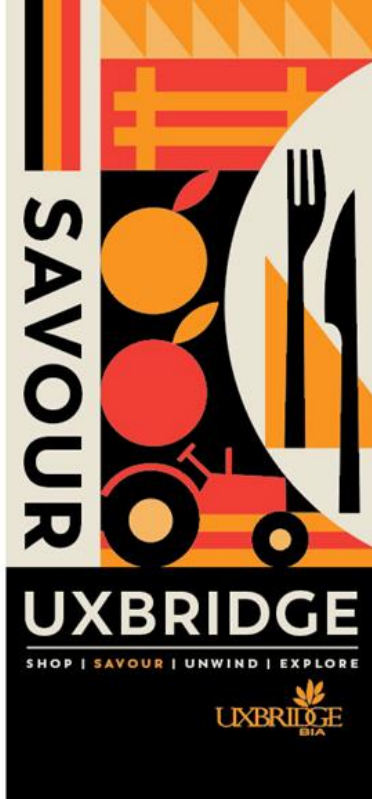
# 2018 Halloween Trick or Treat

- Over 70 businesses participated in our annual Trick or Treat event!
- While it's fun for the kids, the event encourages families to visit new stores
- In 2019 we hope to increase the number of participating businesses



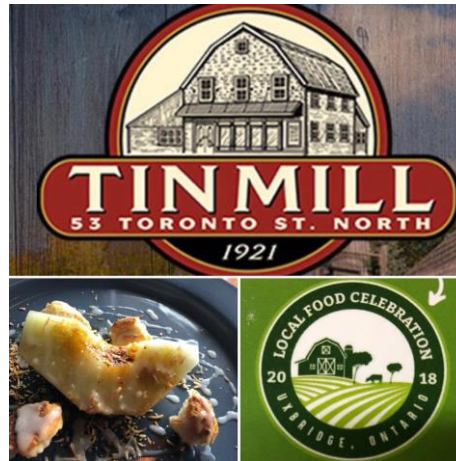


# New Banners!



# Member Event Support

- In January the BIA launched a new program to support new events created by our members
- Three events hosted in 2018 received a \$500 sponsorship from the BIA to support their event
- Springtide Music Festival, Celebrate Local Food Month, 13 Ways To Kill Your Community
- **This program will continue in 2019!** Sponsorships for four events are available. Connect with us to learn more!





# 2018 Special Project - Signs

- Participated in sign audit and purchasing project with Township, Tourism Committee, and Central Counties. Budget carried forward from 2017
- Central Counties matched 1/2 our donations: we contributed \$5,000
- Goal: to better direct residents and visitors alike to and around Uxbridge, and to our business areas!



# Events

## Christmas Shopping Events 2018

Santa will be visiting December 7/8 and 14/15 for date night and family shopping events. More details to come!

## Coming in 2019!

### Valentine's Day 2019

King and Queen of Hearts visit Uxbridge Shops February 9<sup>th</sup> 2019

♥ HAPPY  
Valentine's  
DAY ♥

### Easter Bunny

The Easter Bunny will be hopping by on April 20<sup>th</sup> 2019



### Halloween Trick or Treat Event

The little ghouls and goblins will trick or treat at BIA businesses on Saturday October 26<sup>th</sup> 2019

TRICK  
OR  
TREAT



# 2018 Expenditures

- Flowers/Watering: \$24,516
- Banners & RIM: \$15,098
- Christmas Décor: \$7836  
(winter baskets)
- Christmas Maintenance \$1,740
- Facilitator Salary: \$22,591
- Office Supplies: \$98
- Phone bill: \$360
- Audit: \$1119
- Storage/rent: \$1,363
- Website: \$626
- OBIAA Conference: \$1,121
- Advertising: \$1,328
- OBIAA: \$220
- Promotions: 1,368
- New Event support: \$1,450
- BIA Planned Support \$5287
- Huck Finn: \$1,500
- Santa Clause Parade: \$1,000
- Christmas BIA Prizes: \$450
- Wayfinding: Signs \$5000

**TOTAL - \$94,071**

**Expenditures as of November 13, 2018.**

**Additional invoices expected before the end of the fiscal year.**





- 2018 was a great year for business in Uxbridge. Many new businesses have chosen our community to offer their products and services and we look forward to supporting all of you!
- Please continue to let us know how we can support you. Let us know if you need event assistance, promotions, a tent, or anything else!

# PLANS FOR 2019





# 2019 Draft Budget - Beautification

- Flowers/Watering: \$25,000
- Banners & RIM: \$5,500
- Christmas décor and RIM: \$10,000

**TOTAL - \$40,500**



# 2019 Draft Budget – Support & Administration

- Facilitator: \$30,000
- Office Supplies: \$300
- AGM: \$100
- Cell phone bill: \$600
- Storage unit: \$1,500
- Website maintenance and hosting: \$500
- Ontario BIA Membership: \$240
- OBIAA Conference attendance: \$1,500
- Audit: \$1,150

**TOTAL - \$35,890**



# 2019 Draft Budget – Events & Promotion

- Huck Finn Day: \$1,500
- Santa Clause Parade: \$1,500
- BIA Event Support: \$10,000
- Member Event Support \$2,000
- Shop Uxbridge Christmas Prizes/Promo:  
\$7,810
- Win This Space - \$3,000
- General Advertising: \$3,000
- General Promotions: \$1,250

**TOTAL - \$30,060**



# 2019 Draft Budget

Beautification

**\$40,500**

Events & Promotions

**\$30,060**

Support & Administration

**\$35,890**

**Budget Total: \$106,450**



# Connect with the BIA!

- Keep up to date with BIA activities by signing up for our newsletter!
- We want to help you promote your business! Contact us with details and we can promote you on our website and social media and our newsletter. *This is free to all BIA businesses.*
- Our website includes a business directory that you can use to list your business. Ensure we have an up to date listing, image and write up. This is free advertising for our members so take advantage of it!
- Remember we meet monthly on the 2<sup>nd</sup> Tuesday of each month and our meetings are open to all BIA members. Join us!



Follow us on social media! @uxbridgeBIA





# Connect with the BIA!



Your great ideas can help the BIA thrive and we want to hear from you! Contact the BIA Facilitator to share your ideas.

