



**DRAFT MINUTES - REGULAR MEETING OF THE
UXBRIDGE BIA BOARD OF MANAGEMENT**

**TUESDAY FEBRUARY 5th, 2019 7:00 p.m.
LOCATION: SCRIBES' ROOM (UXBRIDGE MUNICIPAL OFFICES)
UXBRIDGE, ONTARIO**

**Attendance: Christina Curry, Trish Bush, Alexa McCarthy, Willie Popp, Caitlin Christoff Taillon,
Hailey Weatherbee, James Drake, Janice Munro, Todd Snooks**

BIA Business Member Guests: Sabrina (Preston Gallery)

- **CALL TO ORDER - 7:10pm**
- **APPROVAL OF DRAFT AGENDA**
Motion: Alexa | Second: Janice > Approved
- **DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF - None**
- **ADOPTION OF MINUTES**
 - For regular meeting dated: January 10th, 2019
 - Motion: Alexa | Second: Willie > Approved
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- **DELEGATIONS**
 - Springtide Music Festival (Doran & Natalie)
 - Discussed our participation in 2018 and stats from event
 - Shared their goals for 2019 and how BIA can be involved
 - Group discussed ideas around supporting and promoting the event through BIA channels
 - BIA will encourage members to stay open later during the two-day festival to maximize patronage
 - Approved \$500 sponsorship for 2019 with request for report post event
 - 2 wristbands received as part of sponsorship will be used for social media giveaway
 - Create dedicated page on BIA website for Springtide to highlight businesses
- **PORTFOLIO UPDATES**
 - **BEAUTIFICATION**
 - Copy of Water Tender has been obtained, Facilitator will work with Township to complete the process for 2019
 - Winter baskets are starting to show damage. Facilitator will contact Copper Ridge to have them taken down
 - Tender for banners will expire in June. Will explore local options if they are available at a similar cost

- **EVENTS**

- Facebook Contest will take place for Valentine's Day
- Christmas Market:
 - planning will start in March (before next Board meeting)
 - Facilitator to post notice on Uxbridge Business Owners Facebook group to ask for committee members (express interest by February 25th)
 - Christina, James, Hailey, Caitlin and Alexa will join subcommittee
 - Keep committee to BIA members only

Special Discussion: RED Grant for Culvert Construction Events

- 2nd meeting held with Ingrid Svelnis, Colleen Baskin, Willie Popp and Todd Snooks to discuss details around proposed projects from the BIA Board
- Agreed to explore the following projects further:
 - "Downtown is Open" Signs (like those used on Davis Dr. construction). Style like Uxbridge signs with space to add changing info like events, closures, etc.
 - 5 media graphics to use on websites, social media, signs, etc.

- **FINANCE/BUDGET UPDATE**

- Christina has asked the Township about issuing a credit card for the Facilitator for expenses
- Financial reports coming from Township to be prepared for the March board meeting, including final 2018 report

- **OTHER BUSINESS**

- Janice informed the Board that she is stepping down as she is moving to Winnipeg. Group will discuss filling the open seat and appointing a new Vice Chair at the March meeting
- Culvert Update > Willie provided an update that the expropriation process is still on going and hope to have more to report at March meeting
- Sub Committees > In addition to a Christmas Market sub committee, discussion about a Finance Committee (Facilitator & Vice Chair), Digital Communications (Caitlin has offered to work with Facilitator)
- Memo from Ben Kester re: Parking > Group to review independently and forward comments to the Facilitator
- DPRS/Security Cameras > Christina meeting with DPRS to discuss low cost but effective security camera options for local businesses
- Discussion about updating "Business Improvement Area" to Association > discuss with Township
- New Logo > Digital Communications committee will look at options to refresh our logo and update the brand
- Goal Planning > Deferred
- BIA Boundary Discussion > Deferred

- **ADJOURNMENT** – 9:24pm

Motion: James

Second: Hailey

Next BIA Board Meeting: Tuesday April 2nd, 2019