



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

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

Attendance: Christina Curry, Trish Bush, Alexa McCarthy, Willie Popp, Hailey Weatherbee, James Drake

Regrets: Caitlin Christoff Taillon, Todd Snooks

BIA Business Member Guests: Kim and Chantal of Aster Family Dental

- **CALL TO ORDER - 7:09pm**
- **APPROVAL OF DRAFT AGENDA**
Motion: Alexa | Second: James > Approved
- **DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF - None**
- **ADOPTION OF MINUTES**
 - For regular meeting dated: February 5th, 2019
 - Motion: James | Second: Alexa > Approved
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- **DELEGATIONS**
 - Huck Finn Fishing Day (Pat Higgins)
 - Discussed history of event and growth
 - Largest free family fishing event in Ontario, averages 3000 visitors and is the 2nd largest public event in Uxbridge (second to Fall Fair)
 - Facilitator will include information in the next newsletter to let businesses know how they can participate. Options include donating items for the giveaway bag
 - BIA will be onsite at the event to help promote our businesses. Facilitator will confirm if Tourism is attending with the trailer and if we can be included
- **PORTFOLIO UPDATES**
 - **BEAUTIFICATION**
 - Draft of the Water Tender has been submitted to the Township for review
 - Winter baskets have been removed by Copper Ridge
 - Facilitator to check with Canadian Tire when an order for winter baskets needs to be made

- **EVENTS**
 - Christmas Market:
 - First committee meeting will take place in March
 - Hailey has secured Christmas Trees from her family farm that can be used for décor
 - Easter:
 - Keep it simple and easy
 - Facilitator to source Easter Bunny costume (Sugar FX?)
 - Can we have local artists do some chalk artwork on the sidewalk on the Saturday morning?
 - Facilitator will prepare an event plan and share with the Board
 - Spring Shopping Event
 - Alexa started a group event on Facebook to promote a Spring evening shopping event on March 22
 - BIA will share on our social media and in our next newsletter
- **DIGITAL/MARKETING SUBCOMMITTEE**
 - Facilitator and Caitlin are meeting in March to start some plans and review our social media, email marketing and website
 - Researching the “Digital Main Street” program offered through the OBIAA
- **FINANCE/BUDGET UPDATE**
 - 2018 Financial report shared with the board
 - Facilitator noted that these are not final until they have been reviewed by the auditors but we are unlikely to see a large change
 - 2019 Financial report shared
- **OTHER BUSINESS**
 - Facilitator updated group on process for filling the empty Board seat. A notice will go out in the next two editions of the Times Journal and applications will be submitted. Board will review and vote at the April Board meeting.
 - A new Vice Chair will be nominated and voted for at the April meeting
 - **Orange Shirt Day** > Discussed request for support from event organizers. Willie will speak to the organizer to find out answers to Board questions before a decision is made
 - **Accessible Parking** > Facilitator shared email from local Ward 4 resident. Willie will look at the email and respond on our behalf
 - **Plastic Free Uxbridge** > Discussed ideas sent by Shelley MacBeth (Blue Heron Books) and group would like to invite her to future meeting to discuss further
 - **BIA Video** > Facilitator to speak with Caitlin about revising the video
 - **BIA Boundary** > Current boundaries date back to 1996. Christina has made inquires at the Township and Mayor Barton would like to be part of the discussion.
 - **BIA Name Change** > Willie to report to group how we would start the procedure of changing the official name to “Business Improvement Association”

- **DRPS/Neighborhood Watch** > Christina has made some progress with the DPRS and getting information for our members. Suggested we start a members only “Neighborhood Watch” group. Facilitator to research options
 - **Culvert Update** > Updates from Council coming on March 8th and 15th
 - **CIP** > Funds have been approved in the budget for business upgrade projects. Willie to provide information/literature so we can share with members
 - Goal Planning > Deferred to April. Group to discuss KPI’s and what success for 2019 and into 2020 means to us
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- **ADJOURNMENT** – 9:15pm
 - Motion: James
 - Second: Alexa

Next BIA Board Meeting: Tuesday April 2nd, 2019