



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

**TUESDAY APRIL 2<sup>nd</sup>, 2019 7:00 p.m.  
LOCATION: SCRIBES' ROOM (UXBRIDGE MUNICIPAL OFFICES)  
UXBRIDGE, ONTARIO**

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

**Regrets: Alexa McCarthy**

- **CALL TO ORDER - 7:13pm**
- **APPROVAL OF DRAFT AGENDA**
  - Motion: James | Second: Caitlin > Approved
- **DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF - None**
- **ADOPTION OF MINUTES**
  - For regular meeting dated: March 7<sup>th</sup>, 2019
    - Motion: James | Second: Willie > Approved
- **ELECTION**
  - Discussion of applicant Darryl Pike for vacant Board seat
    - Motion: Christina | Second: James > Approved
  - Vice Chair – Caitlin nominate by Christina to fill vacant position
    - Motion: Christina | Second: Hailey > Approved
- **DELEGATIONS**
  - Defeat Depression Walk (Jill)
    - Jill shared success of 2018 event and plans for 2019
    - BIA will share event and sponsorship information to members in the next newsletter
  - Uxbridge Networking Group Event (Annie Hardock)
    - Annie shared plans for Networking Group event on June 14<sup>th</sup>
    - Looking to arrange B2B visits in the morning for members to meet and get to know other local businesses in their stores/offices
    - BBQ lunch will follow at Scrambles
    - BIA Board will have members attend lunch event
    - Information will be shared in May newsletter

- **PORTFOLIO UPDATES**
- **BEAUTIFICATION**
  - Water Tender will be posted by Township in the next week
  - Brock Street Trees > Township provided list of pits that have power issues and they will get those back in working order. Also sent us a list of trees that need new lights. Facilitator will look at options to purchase new lights.
- **EVENTS**
  - Christmas Market:
    - Next meeting April 11<sup>th</sup>
    - Committee needs a list of what we want and actionable items
  - Easter:
    - Colouring contest is underway. Boston Pizza handing sheets out with their kids menu
    - Some businesses did not receive word about the contest until after it had started. Need the business contact list to make sure we send the information to everyone
- **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**
  - March Financial report shared
- **OTHER BUSINESS**
  - **BIA Video** > Plan to update in coming months. Need an action plan to review who was in the last video, get a notice out to business owners, goal of video (should it be more generic so it can be used longer?)
  - **Event Support Policy** > Board will discuss a policy for event support. Willie will provide wording from the Township Golf Fund committee as framework
  - **EDAC Committee** > Suggested that we nominate a local business owner to take our seat on the Committee. Christina will speak to Don Andrews (Tin Mill).
  - **Culvert Construction** > Willie updated that a road closure will take place in late April.
  - **Brock St Revitalization** > Willie shared that Durham Region has been engaged in the beginning talks of Brock Street Revitalization following the Culvert project.
  - **Goal Planning** > Deferred to May and will be main agenda item
- **ADJOURNMENT – 9:20pm**
  - Motion: James
  - Second: Caitlin

**Next BIA Board Meeting: Thursday May 2<sup>nd</sup>, 2019**