



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

**THURSDAY May 2nd, 2019 7:00 p.m.
LOCATION: SCRIBES' ROOM (UXBRIDGE MUNICIPAL OFFICES)
UXBRIDGE, ONTARIO**

Attendance: Christina Curry, Trish Bush, Alexa McCarthy, Willie Popp, James Drake, Caitlin Christoff Taillon

Regrets:, Todd Snooks, Hailey Weatherbee

BIA Business Member Guest: Ziba's Space

- **CALL TO ORDER - 7:10pm**
- **APPROVAL OF DRAFT AGENDA**
Motion: James | Second: Alexa > Approved
- **DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF - None**
- **ADOPTION OF MINUTES**
 - For regular meeting dated: April 2nd, 2019
 - Motion: Caitlin | Second: Alexa > Approved
- **DELEGATIONS**
 - None
- **GOAL PLANNING**
 - See attached document with notes regarding discussion of Board Member Goals for remainder of 2019
- **PORTFOLIO UPDATES**
 - **BEAUTIFICATION**
 - One tender submitted in response to our posted Watering Tender
 - Facilitator received just prior to the evening meeting so will review and provide recommendation to Board via email
 - Discussion on flowers for 2020 will start in August (added to Agenda) including reviewing our current process, does this need to be done by submitted Tender?

RESULT OF EMAIL VOTE:

***Motion: To accept bid by Copper Ridge Property Maintenance for the 2019 watering season
Motion by: Christina | Second: Alexa > Approved***

- **EVENTS**
 - Christmas Market:
 - Next committee meeting May 16th
 - Group is looking at outdoor fires, using Hailey’s large trees (with goal to ask Service Clubs to decorate), window décor contest

- **FINANCE/BUDGET UPDATE**
 - April Financial update shared with Board

- **OTHER BUSINESS**
 - **Communication**
 - Board agreed that using WhatsApp for quick conversations is working and will continue to use
 - Christina has made continuous progress on the updated Business Contact List
 - Discussion on newsletter and streamlining content
 - As we move forward, the newsletter will be in two parts for B2B and B2C communications

 - **Culvert**
 - Township has the “finger board” signs for the welcome signs
 - Discussion around a “Businesses are open” campaign for the next set of road closures
 - Willie updated that there is a possibility of a closure in May but nothing is confirmed as of this meeting
 - Business concerns > where can you park? Where can people walk when sidewalk closed?
 - Can we supply set of digital files, post cards, FAQ’s etc.
 - to businesses for them to share re: these issues?

 - **Event Submission** > Look at form for website that businesses can use to submit their event details to us for promotion/attendance
 - **Social Media** > Encourage businesses to tag us in their posts so that they are seen and can be shared
 - **B2B Discounts** > Is this something the BIA wants to spearhead? Would be up to each business to choose to participate. Could be a discussion for the group at the AGM
 - **Storage Locker** > Following visit in April, decided that the large unit is an unnecessary cost. Facilitator will contact rental company to end lease agreement and will plan for a move out date
 - **Local Food Month** > Facilitator meeting with Tourism to discuss Local Food Month in September. There will be no Corn Fest event this year but looking to tie in with Farmers Market Harvest Moon Festival
 - **June Event** > We will plan a shopping/dining event for Thursday June 20th (Moonlight Madness).

- **ADJOURNMENT – 9:19pm**
 - Motion: James
 - Second: Alexa

Next BIA Board Meeting: Tuesday June 4th, 2019