



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

**TUESDAY June 4th, 2019 7:00 p.m.  
LOCATION: SCRIBES' ROOM (UXBRIDGE MUNICIPAL OFFICES)  
UXBRIDGE, ONTARIO**

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

**BIA Business Member Guest: Ginger Jackson (McDonald's), Lee (Lemonade Stand), Annie Hardock  
(ABICUS)**

- **CALL TO ORDER - 7:02pm**
- **APPROVAL OF DRAFT AGENDA**  
Motion: Alexa | Second: Hailey > Approved
- **DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF - None**
- **ADOPTION OF MINUTES**
  - For regular meeting dated: May 2<sup>nd</sup>, 2019
    - Motion: Alexa | Second: Hailey > Approved
- **DELEGATIONS**
  - Uxbridge Scottish Festival (Lew Gregor & Stuart Bennett)
    - Event has been back for 3 years and averages between 3000-4000 people
    - Over 280 highland dancers and their families attend competition, one of the largest in Ontario
    - Would like to offer BIA space to set up a tent/table to promote downtown and encourage attendees to visit and come back
    - Facilitator will speak to Tourism and see if the trailer is available
    - Will include opportunity to purchase booth space to our members in the June newsletter
- **CHRISTMAS EVENT**
  - DELEGATION: Karey Ann Large (Executive Director, Whitby BIA)
    - Presentation on their first Christmas event in 2018
    - Overall their event exceeded expectations with attendance of 4500 people and \$24,000 in Sponsorships
  - Board discussion on event including what is our mandate for event, do we keep it conservative based on impending event from YDHR, do we include a market as Whitby did?
  - James will chair the Christmas sub-committee and provide an outline at next meeting

- **IN CAMERA DISCUSSION**
  - Board started an in-camera discussion at 7:52pm related to an upcoming event
  - Board finished in camera discussion at 8:02pm
  
- **PORTFOLIO UPDATES**
  - Board Portfolio Assignments:
    - Alexa – June/Moonlight Madness, Quarterly Shopping Events
    - Trish – Local Food Month
    - Hailey – Halloween Trick or Treat
    - Darryl – Brock St Tree Lights
    - James – Christmas Event
  
  - **BEAUTIFICATION**
    - Otter’s Green House will be installing baskets in June, watering to commence once they are up
    - Winter Baskets will go to tender in August
    - Daryl put forth that the light replacement/repair is a priority project
    - Need a plan for future replacements (i.e. done in sections)
  
- **EVENTS**
  - Moonlight Madness – Alexa and Facilitator will meet to plan event
  
- **FINANCE/BUDGET UPDATE**
  - May Financial update shared with Board
  - Review of 2018 Financial Statement from Donna Condon
    - Motion to Approve: James | Second: Caitlin > Approved
  
- **OTHER BUSINESS**
  - **Delegation to Council**
    - Willie suggested that we plan a delegation to Council to update them on mid-year progress and plans for the second half of year
  
  - **Video**
    - Video was done in September 2017
    - Need to plan/storyboard video with suggestions on how many businesses to include, length of video and specific edits (i.e. Facebook, Instagram)
    - Is drone footage possible?
  
  - **Website** > Willie suggested before we source an update on our own, talk to Debbie at the Township about their website redesign and what options are available to us via their program
  - **Culvert Construction** > Willie provided an update including an estimate of late July road closures (nothing firm), news/updates will continue to be provided to businesses when there are things to report
  - **By-Law/Thomas The Train** > Christina will be speaking to the By-Law department about parking issues surrounding Thomas the Train event
  
- **ADJOURNMENT** – 9:01pm
  - Motion: James | Second Alexa