



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

**TUESDAY August 6th, 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,
Trish Bush, Todd Snooks Regrets: Daryl Pike, Hailey Weatherbee**

- **CALL TO ORDER - 7:04pm**
- **APPROVAL OF DRAFT AGENDA**
 - Motion: James | Second: Caitlin > Approved

- **DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF**
 - Caitlin declared she has submitted a quote for the BIA website and will not participate in discussions around this agenda item.

- **ADOPTION OF MINUTES**
 - For regular meeting dated: July 4th, 2019
 - Motion: Alexa | Second: James > Approved

- **DELEGATIONS**
 - Lisa John-Mackenzie from Tourism was unable to attend the meeting
 - Lisa sent a proposal for BIA to support the "Savour The Harvest" dining guide for 2019
 - Facilitator will confirm that the BIA receives a full page in the guide to promote our businesses and if we can run an ad on the event page of the Tourism website for the "Local Food Celebration"
 - **Motion to approve \$500 support for the Savour The Harvest Guide: Caitlin > Approved**

- **BEAUTIFICATION**
 - Banners
 - Board reviewed quotes supplied by our current company (Shear Display) and two new quotes obtained by Daryl.
 - During discussions the Board was unsure if the two new companies had all the information needed to quote accurately (i.e. the size of our holiday wreaths)
 - Facilitator will confirm with Shear Display that our items will continue to be in storage while we obtain more information (current agreement has expired)
 - Facilitator and Willie will discuss with Township staff their current agreement timelines and see if it is possible to have all of the banner business quoted from the three companies

- YDHR/Polar Express Banners
 - Request from YDHR to use the banner space for the Holiday season/early January to hang Polar Express Banners
 - Seeking financial support from BIA for the RIM cost
 - Christina and Willie to meet with YDHR to confirm details before Board votes (deferred to September meeting)

- Tree Lights
 - Quotes from two contractors reviewed by Board
 - Quotes needed for new lights, look at options that are suitable for lights that are on daily
 - Facilitator to contact Canadian Tire for quote and source other options
 - Board will consider a full change of all tree lights this year so that everything has been done at the same time to help with budgeting/repair schedule going forward
 - Facilitator will contact Port Perry and Whitby BIA's for information on companies they have used

- Winter Baskets
 - **Motion to approve quote from Canadian Tire for 2019 Winter Baskets (\$110 each, 70 baskets): Alexa > Approved**
 - Christina will coordinate basket design with Canadian Tire
 - Facilitator will source quotes for the installation (will take place after Remembrance Day & before the Parade)

- **EVENTS**
 - Late & Local Quarterly
 - September 12th
 - Designing logo and collateral to distribute to businesses
 - Eblast to go out with date and information
 - Will coordinate advertising feature with Cosmos
 - Will plan another for December to encourage late night Christmas shopping

 - Halloween
 - Hailey and Facilitator met to start plans for event
 - Hailey will be updating the map
 - Discussed no candy in stores but Board felt that this encouraged families to come into stores (stores responsible for own candy)
 - Will plan an activity area (perhaps CIBC lot) for kids and will give out a small bag of candy or treat on behalf of the BIA

 - Winter Event
 - Following research and our knowledge of upcoming events in December, James proposed that we not do a big Christmas event but move to early February and host a fun, winter themed event when people are looking for things to do to beat the winter blues
 - Proposal/event idea will be discussed at September event

- **FINANCE/BUDGET UPDATE**
 - July Financial update shared with Board
 - Budget subcommittee (Christina, Trish, Todd) begin work on 2020 budget with Facilitator

- **OTHER BUSINESS**
 - **Website**
 - Willie and Facilitator will connect with Township staff to discuss the revised Township site and timelines. Discuss the micro-site and what that would entail
 - Quotes obtained by Facilitator will be discussed at a future meeting

 - **AGM**
 - Sub Committee Formed (Caitlin, Christina and Trish) to revise AGM format
 - Will look at new locations, food/drinks, something to entice people to attend
 - Aiming for October date

 - **Christmas Promotion**
 - Facilitator will look at options for a Shop/Dine local promotion for Christmas time, include ideas for extending to February to tie into Winter Event
 - Ideas for large prizes vs. BIA Bucks (bucks are a lot of admin work, and we still have some outstanding from previous giveaways)

- **NEW BUSINESS**
 - Willie shared information with Board on “City Furniture” company that has approached the Township to install new garbage/recycling containers
 - Allows for advertising and a portion of those fees comes back to the Township
 - Will has asked for feedback from the Board. Please send to the Facilitator to gather and forward to Willie

- **ADJOURNMENT – 9:09pm**

Next BIA Board Meeting: Thursday September 5th, 2019