



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

**Tuesday October 8th, 2019 7:00 p.m.  
LOCATION: SCRIBES' ROOM (UXBRIDGE MUNICIPAL OFFICES)  
UXBRIDGE, ONTARIO**

**Attendance: Christina Curry, Alexa McCarthy, Willie Popp, James Drake, Trish Bush, Hailey Weatherbee, Daryl Pike (7:45PM), Caitlin Christoff Taillon (8:15PM)**

**Guest: Shelley MacBeth, Blue Heron Books**

- **CALL TO ORDER - 7:01pm**
- **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: September 5<sup>th</sup>, 2019
    - Motion: James | Second: Willie > Approved
- **DELEGATIONS**
  - Shelley MacBeth – Plastic Free Uxbridge
    - Shelley shared an idea to produce an exclusive Uxbridge bag that would help the Township take a step forward to being plastic free
    - Discussed if the bags would be given out to residents or sold
    - Stores could have a branded container to “Take A Bag”
    - Signage for stores would be the same to create a brand
    - Stores could run promotions for people who use their bag
  - Santa Claus Parade – Willie represented committee
    - Parade will be held Saturday November 16<sup>th</sup>
    - No registration fee to participate this year but must register in advance for planning purposes
    - Discussion to host a contest for best BIA Business Float on social media (winner receives \$500 in advertising in the Cosmos)
    - **MOTION** by Todd | Second: James
      - The BIA Board will contribute \$1500 to the Santa Claus Parade Committee for 2019 and run a social media contest for BIA businesses that participate in the parade. – **APPROVED (1 abstained)**

- **BEAUTIFICATION**
  - Tree Lights
    - Quote presented from Skeddadd for installation of tree lights that would be “rented” for the season and taken down in March
    - Discussed costs and compared to quotes received from Roof Repair Plus and Uxbridge Tree Service
    - **MOTION** by James | Second: Trish: The BIA Board will remove existing lights from Brock Street trees and proceed with purchasing new lights with work to be completed by a local company. – **APPROVED (5-3)**
  - YDHR/Polar Express Banners
    - YDHR confirmed acceptance of the BIA proposal for cost sharing
    - Facilitator will work with YDHR on next steps
- **EVENTS**
  - Halloween
    - Daryl will put Hailey and Facilitator in contact with manager of Zehrs to discuss purchasing candy for event
  - Winter Event
    - Logo created. Social pages, domain name and email to come
    - James will share a proposed event budget with the Board for approval
    - Sponsorship package reviewed
    - Considering location change to Spruce Street (old Shell Station location)
    - Recurring working meeting Friday mornings (8am-9am) at Take Root Creative – all are welcome to attend!
- **FINANCE/BUDGET UPDATE**
  - September Financial update shared with Board
- **OTHER BUSINESS**
  - **AGM**
    - Confirmed with Township Clerk that AGM can be hosted in January
    - Subcommittee will meet to chose date and location
  - **Strategic Plan**
    - Creation of a 3 year Strategic Plan to guide direction of BIA for the rest of the term of the Board of Management
    - Meeting in January to discuss goal planning
    - Creation of short survey to send to members for the feedback
- **NEW BUSINESS**
  - Remembrance Day Wreaths: **Motion** by Alexa | Second: James  
The BIA will support the Uxbridge Legion wreath program by purchasing a large wreath (\$90) and including an additional donation for a total of \$150 – **APPROVED**
  - YDHR is hosting a thank you event on October 15<sup>th</sup> and the Board is invited to attend
- **ADJOURNMENT** – 9:20pm

**Next BIA Board Meeting: Thursday November 7<sup>th</sup>, 2019**