



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

**Thursday December 5th, 2019 7:00 p.m.
LOCATION: SCRIBES' ROOM (UXBRIDGE MUNICIPAL OFFICES)
UXBRIDGE, ONTARIO**

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

- **CALL TO ORDER - 7:14pm**
- **APPROVAL OF DRAFT AGENDA**
Motion: Willie | Second: Alexa > Approved
- **DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF**
 - None
- **ADOPTION OF MINUTES**
 - For regular meeting dated: November 7, 2019
 - Motion: Hailey | Second: Alexa > Approved
- **DELEGATION** – Diane Riley was not able to attend meeting, will be rescheduled for 2020
- **BIA FACILITATOR REPORTING**
 - Brock Street Tree Lights
 - Work was delayed due to snow earlier in the week
 - Expected to be completed by the end of this week
 - Up To Snow Good Promotion
 - Radio ads are currently on air on 105.5 and print ads appearing weekly in special section in the Cosmos
 - Promotion has been well received by businesses so far
 - Summer Baskets
 - Discussed baskets with Otters and asked for a different vine plant this year. Had issues with them being too long and concern that they could get damaged
 - Changes will be made and order has been placed
 - Will coordinate a “walk around” to map out all of our current poles and update the map
 - Waiting on budget approvals to confirm watering plans for 2020

- Winter Baskets
 - Noted that baskets have started to turn brown and have been up for less than 1 month
 - Christina and Facilitator will meet with Pat Higgins and grower in early 2020 to discuss options going forward
- Banners
 - Facilitator to check on condition/quality of Holiday banners with Shear Display after this display season
 - Confirm when they come down in January
 - Do the wreaths need repaired?
- Wrap Up > Date Night Social Media Contest
 - Facebook page increased by 84 likes, 7 new Instagram followers
 - 405 likes over both platforms
 - Facilitator to create 2019 wrap up report so that we can share stats etc. with businesses to encourage them to participate
 - Schedule of contests for 2020, create some anticipation (i.e. One per quarter?)
- **2020 BUDGET**
 - Board reviewed final DRAFT of the 2020 budget being presented to Council on December 10th
 - Review increasing the levy annually at the rate of inflation (2.5%) for 5 years
 - MOTION Trish | Second: Alexa: To accept the draft budget as it sits and present to Council for final approval. CARRIED
- **FINANCIAL UPDATE**
 - November Financial update shared with Board
- **CULVERT UPDATE**
 - Willie shared an update on the project
 - The BIA will be available for business concerns but will direct all questions, etc. to Willie, Mike or Township staff
 - Downtown Open Campaign – Caitlin and James to meet to map out a campaign that the BIA can launch to support businesses
 - Facilitator will check with Township staff re: hanging banners above Toronto Street

- **OTHER BUSINESS**
 - **2020 Planning Session**
 - Facilitator to send out selection of dates for a 2020 planning session via Doodle
 - **AGM**
 - Meeting will be held Tuesday January 21st
 - Council Chambers are currently booked but subcommittee to discuss alternative venues
 - Subcommittee: Caitlin, Christina, Willie, Hailey and Facilitator
 - **OBIAA/OMAFRA Strategic Planning Sessions**
 - Facilitator shared information on free strategic planning session
 - **MOTION Alexa | Second: James: To participate in the planning sessions offered by the OBIAA and OMAFRA. CARRIED**
 - **2020 Board Meeting Dates**
 - First meeting of 2020 will be Thursday January 9th
 - Will follow the alternating Tuesday/Thursday
 - Facilitator to send out meeting invitations for the individual meetings
 - Documents for each meeting will be uploaded to the invitation as well as being sent by email
- **NEW BUSINESS**
 - Economic Development needs a BIA representative
 - Willie to confirm meeting schedule and Christina may take on the role
- **ADJOURNMENT** – 8:46 pm

Next BIA Board Meeting: Thursday January 9th, 2020