



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

**THURSDAY, March 5th, 2020 7:00 p.m.
LOCATION: SCRIBES' ROOM (UXBRIDGE MUNICIPAL OFFICES)
UXBRIDGE, ONTARIO**

Attendance: Christina Curry, Trish Bush, Hailey Weatherbee, Caitlin Christoff Taillon, Alexa McCarthy Late Arrival: Willie Popp Regrets: James Drake

- **CALL TO ORDER – 7:17pm**

- **APPROVAL OF DRAFT AGENDA**
Motion: Trish | Second: Alexa > Approved

- **DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF**
 - None

- **ADOPTION OF MINUTES**
 - For Regular Meeting dated: February 4th, 2020
 - Motion: Hailey | Second: Alexa > Approved

- **DELEGATION**
 - None

- **BIA FACILITATOR REPORTING**
 - The Bridge Social
 - Declined board seat at this time
 - Rebecca's suggestion of BIA meetings be held in local businesses as an information session for committee members discussed as not possible at this time

 - Discover Uxbridge
 - Opportunity to run full page advertisement on back of 2020 "Discover Uxbridge" to be confirmed by March 6th
 - Cost is \$799 – same as last year with ability to submit new artwork for the advertisement by April 8th, 2020
 - Board decided to confirm advertisement opportunity and will submit new artwork

 - Springtide Partnership
 - Suggestion of including South End Business declined by Tanya
 - BIA declined Platinum Level Sponsorship and 25% cost share; lamp post signage plan
 - BIA will assist in communicating with Brock St Businesses

- New Website Report
 - Suggested before mapping out a new site, the Board of Directors needs to decide on a vision and purpose of the website as we currently we speak to two audiences
 - Propose main focus of the site is the directory / upcoming events page
 - Recommend consider creating a Members Area where information for members can be hosted and is easy to find
 - Advise changing “About the BIA Section” to Utilize Member Opportunities and Resources Page: Add Meeting schedule: Archives page – discussed how long archives should go back
 - Also suggested Board Consider Newsletters and pinpoint audience and regularity
 - Advises moving accessibility page to members section, remedy social media page, add blog page where business can submit articles
 - Discussed how if the board goes forward with new directory this section needs the most work with modern updates, BIA visuals, consistencies
 - Highlighted updates done to date by Facilitator to date
- **CULVERT UPDATE**
 - Willie shared an update on the current status of the culvert project
 - BIA is available to address queries and concerns directed to Willie, Mike or Township staff
- **ADJOURNMENT – 8:38 pm**

Next BIA Board Meeting: Thursday, April 2nd, 2020