



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

Tuesday December 1st, 2020 7:00 p.m.

LOCATION: Microsoft Teams

UXBRIDGE, ONTARIO

**Attendance: Christina Curry, Alexa McCarthy, Willie Popp, Trish Bush, Sameer Remtulla,
Todd Snooks, Valerie Little**

Regrets: James Drake, Hailey Weatherbee

- **1.0 CALL TO ORDER - 7:06pm**
- **2.0 APPROVAL OF DRAFT AGENDA for meeting dated December 1st, 2020**
 - Motion: Todd | Second: Trish > Approved
- **3.0 DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF**
 - None
- **4.0 ADOPTION OF MINUTES**
 - **4.1** For regular meeting dated: Thursday, November 5th, 2020
 - Motion: Willie | Second: Alexa > Approved
- **5.0 CHAIR REPORT**
 - **BIA BOARD OF MANAGEMENT**

The Board has accepted the resignations of James Drake and Hailey Weatherbee, and wishes to thank them both for their contributions. The Board welcomes new member Valerie Little of Holistic Salt Therapy & Cave, as well as temporary Administrative Services Coordinator Julia Shipcott from the Township Offices, who will be assisting in the interim.
 - **SOCIAL MEDIA**

Christina requested that all board members ‘share’ and/or tag businesses who do not have Instagram or Facebook in order to increase their presence within the community.
 - **TOURISM AND THE CHRISTMAS TRAIL**

Christina reported that the Trail is doing well and requested that all members ‘share’ and ‘like’ the Christmas Trail, created by Tourism. Willie and Christina discussed the hope of having Santa and Mrs. Claus in the old TD Bank building, but were unable to due to time constraints and the fact that the site is under construction. Christina proposed that future endeavours might require 60-90 days in order to allocate funds, receive board votes, and plan accordingly. Christina questioned whether the Board wished to assist with financial support of advertising the Trail. Todd reported receiving positive feedback from businesses being inundated with Bux over the past weekend.
 - **INFORMATION ON GRANTS**

Christina reported on new rent relief grants that Brittany put together – about half of them no longer apply due to recent changes. Christina will keep searching and will include any new relief information in the next newsletter.

- **TOWN HALL FOR BUSINESS COMMUNITY WITH DR. KYLE, DURHAM REGION'S MEDICAL OFFICER OF HEALTH**

Christina reported that she attended the above-mentioned Town Hall, initiated to assist local businesses in learning about Covid-19 regulations and potential impacts on workplaces and the local business community. Christina noted that many questions were posed re: ppe, specifics were provided re: retail and food sectors, and door screening and contact tracing is not mandated for retailers. She learned it would be impossible to split North Durham from South Durham so as to mitigate the impact of restrictions that affect more densely populated areas to the south of Uxbridge, i.e. those with higher COVID-19 rates. However, contact tracing is very helpful in the event of an outbreak.

- **6.0 – #KeepYourBuxInTheUx HOLIDAY PROMOTION**

- Willie recommended sending an outline to Debbie Leroux, Township Offices in order to set the promotion in motion quickly. Much discussion surrounded the frequency and amount of draws over the course of the month, as well as creating a social media contest built around building understanding of the importance of supporting local business, i.e. tagging a shop that has helped you, sharing the sponsor of a kid's sports team. Christina offered to create a post for the promotion. It was agreed that draws for Gift Cards would occur in the following manner:

- December 9th - \$250
- December 16th - \$250
- December 24th – \$500

➤ Motion to set aside \$1,000 for the promotion, plus an additional \$100 for advertising of the promotion: Todd | Second: Trish > Carried

- **7.0 CULVERT UPDATE**

- Willie reported that some parking has opened up beside Circle K, but that currently work is paused pending more favourable weather. As work moves south between the buildings on the south side of Brock St, good weather will be necessary.
- Currently there is no news on when Centennial Drive will reopen.
- Val reported that although weekday business is slow, she has frequently had to turn customers away on weekends.

- **8.0 NEW BUSINESS**

- Willie noted that previous Board meetings have had to rotate meeting days from month to month due to prior commitments of certain members. As those members have resigned, it was proposed that the Board consider setting a regular monthly meeting day, that being the first Tuesday of each month. Todd had a conflict with another Board he sits on and will update the BIA Board on the status of that meeting schedule as soon as possible.
- Christina advised that she is putting through invoices for winter baskets, Shear Display for banners, wreath, and Halloween advertising costs.

- Christina reported a quote of \$11,400 from Karen at eSolutions for a website that does not include a business directory. Other options for a business directory include Google or a BIA filter with the Township, the costs of which range between +/- \$1,200 and \$9,000.
- Willie noted the Township 2021 Budget will be posted on Friday, December 4th as Budget meetings are to begin the following week.
- Todd raised concerns around whether baskets are the best choice for winter beautification and money well-spent, as once hit with heavy snow they become much less visible. Others felt the baskets are visible and attractive the majority of the winter.
- Christina reported that 2021 is the last year the BIA can use Tracy Walker's banners (shop/dine/etc). Christina will contact Sheer Display to see how much life is left in the current banners.
- Willie suggested that in keeping with the Board's mandate of beautification the BIA should move toward a fresh look for 2021.
- Alexa suggested an alternative to winter baskets - outdoor stockings stuffed with greenery and hung in place.
- Christina suggested wreaths as an option that ages well.
- Todd promoted adding more lighting each year, commenting that it is something that looks amazing over the whole year.
- Willie closed the last meeting of 2020 with an official heartfelt thank you on behalf of Council and the Mayor for the hard work and leadership of all past and present Board members on top of other volunteer commitments. Council wished to recognize the especially difficult time 2020 has been for small business.
- In response Christina thanked Willie for his and the Town's continued positivity and support of the Board.
 - Motion: Todd | Second: Alexa > Approved

- **9.0 ADJOURNMENT** – 7:53 pm

Next BIA Board Meeting: Tuesday January 5th, 2021, (pending Todd's schedule).