



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

**Tuesday, February 4th, 2020 7:00 p.m.
LOCATION: SCRIBES' ROOM (UXBRIDGE MUNICIPAL OFFICES)
UXBRIDGE, ONTARIO**

Attendance: Christina Curry, Willie Popp, James Drake, Trish Bush, , Alexa McCarthy, Todd Snooks

Regrets: Caitlin Christoff Taillon, Hailey Weatherbee

Guests: Sameer Remtulla (Pharmasave), Rebecca Harmon & Julia McDonald (The Bridge Social)

- **CALL TO ORDER - 7:09pm**
- **APPROVAL OF DRAFT AGENDA**
 - Motion: Alexa | Second: James > Approved
- **DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF**
 - None
- **ADOPTION OF MINUTES**
 - For regular meeting dated: January 9th, 2020
 - Motion: Alexa | Second: Willie > Approved
- **DELEGATION – SpringTide Music Festival**
 - Shared an update on 2019 event (estimated 1000 attendees)
 - Date moved from April to May in 2020
 - In store pop up's were successful and this year have worked on additional venues to add more capacity to increase attendance
 - 2020 Sponsorship package shared with Board
 - Discussed potential to support event with banners on Brock St.
- **BIA FACILITATOR REPORTING**
 - Wrap Up - AGM
 - Overall the event had a good vibe, lots of networking and connections
 - Discussion items captured and will be added to the requested written report to be completed by the Facilitator
 - Survey for attendee feedback to be created and feedback to be included in report
 - Social Media Contests
 - Discussed timing for 2020 contests
 - Facilitator to create document with calendar and to store contest ideas

- **BEAUTIFICATION**

- Reviewed 2019 watering costs
- Bob Ferguson submitted that the Township could provide the watering services for the 2020 season and the costs would be comparable to an outside contractor

MOTION Willie | Second: James: To work with Parks and Recreation staff for watering of the BIA hanging baskets for the 2020 season. CARRIED

- **FINANCIAL UPDATE**

- Final financial report for 2019 expenses shared with the Board
- All outstanding 2019 expenses have been submitted
- First report for 2020 will be provided at the March meeting

- **CULVERT UPDATE**

- Willie shared an update on the project
- The Township will provide 2 weeks notice prior to the closure of Brock St.

- **DOWNTOWN OPEN CAMPAIGN (James)**

- No updates to share

- **OTHER BUSINESS**

- **2020 Planning Session**
 - Executive is reviewing and will provide next steps
- **Vacant Board Seat**
 - Facilitator to revise posting with a closing date of February 28th
 - Applications will be reviewed at the March meeting
- **June Business Social**
 - Build on success of AGM and host a casual event at Second Wedge in June (will be a mid-year update)
 - Subcommittee for planning will be formed
 - Consider incentive to RSVP and attend (example: RSVP and attend the event and be entered to win a free ad in the Cosmos)
- **Plastic Free Uxbridge**
 - Christina shared that she has found a receptacle at Canadian Tire (costing to be confirmed)
 - Request for Quote needs to be put out for branding
 - Formal proposal for budget consideration to come before the Board

- **NEW BUSINESS**

- Santa Claus Parade – potential for changes of the planning committee

MOTION Alexa| Second: James: The Board agrees in principal to explore the possibility of the Santa Claus parade coming under the auspices of the BIA. CARRIED

- Up To Snow Good Secondary Draw

MOTION Alexa| Second: James: To host an extra draw for the 2019 Snow Good Campaign for \$200 UxBucks from uncollected ballots from an official location. CARRIED

- **ADJOURNMENT** – 9:24 pm

Next BIA Board Meeting: Thursday March 5th, 2020