



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

**Thursday January 9th, 2020 7:00 p.m.  
LOCATION: SCRIBES' ROOM (UXBRIDGE MUNICIPAL OFFICES)  
UXBRIDGE, ONTARIO**

**Attendance: Christina Curry, Willie Popp, James Drake, Trish Bush, Caitlin Christoff Taillon, Alexa  
McCarthy Regrets: Todd Snooks, Hailey Weatherbee  
Guest: Mayor Dave Barton**

- **CALL TO ORDER - 7:03pm**
- **APPROVAL OF DRAFT AGENDA**  
Motion: Caitlin | Second: Alexa > Approved
- **DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF**
  - None
- **ADOPTION OF MINUTES**
  - For regular meeting dated: December 5<sup>th</sup>, 2019
    - Motion: Alexa | Second: James > Approved
- **BIA FACILITATOR REPORTING**
  - Wrap Up - Up To Snow Good Promotion
    - Board discussed feedback received from businesses including:
      - Ballot boxes (some stores wanted, caused some confusion for both businesses and customers)
      - Move draw away from Holidays as it is a very busy time of year
      - Get the word out to businesses and promo details well in advance
    - Facilitator has spoken to both winners and will make arrangements for prize pick up and photo
    - Options for boxes (pre-wrapped or printed boxes to cut down on prep time)
    - Noted to form a sub-committee in April so full plans are ready for September
    - Survey to businesses to gauge interest and get feedback
  - OBIAA/OMAFRA Strategic Planning
    - Facilitator participated in the first webinar session on January 7<sup>th</sup>
    - Suggested that there is a core group to attend these trainings who will then use provided documents to host our own Strategic Planning subcommittee to do the actual work and follow through with a completed plan to bring forward to the Board for discussion
    - Board felt a lot was happening currently with planning the AGM and would like to defer discussion to the February meeting to discuss how to proceed
    - Will include at AGM as an opportunity for members to join the committee

- **AGM**

- Discussed supplies needed – Trish will bring a screen and Facilitator will book projector with the Township
- Requests for Food Quotes going out by Friday January 10<sup>th</sup>, with the subcommittee to decide on options by Wednesday January 15<sup>th</sup>
- Facilitator to follow up with the Second Wedge on outstanding items and forward to subcommittee
- Power Point Presentation will be ready for the subcommittee to review by Monday January 13<sup>th</sup> with the final file ready by Friday January 17<sup>th</sup>
- Reviewed draft Agenda and made changes and adjustments to order

- **CULVERT UPDATE**

- Mayor Barton and Councilor Popp provided an update on the latest developments with the project
- Closure of Brock Street currently on hold

- **DOWNTOWN OPEN CAMPAIGN UPDATED (Caitlin and James)**

- Caitlin and James shared a proposed campaign to promote the downtown when Brock Street is closed which included custom campaign logo, kits for businesses with printed materials, social media collateral, parking maps
- Proposed a contest using the hashtag #whatculvert asking people to post a photo of themselves shopping downtown
- Social media boosted posts planned for the duration of the campaign

**MOTION James| Second: Alexa: To use general promotion funds to promote the Downtown Open Campaign through collateral material up to \$2000. CARRIED**

- **OTHER BUSINESS**

- **2020 Planning Session**

- Facilitator sent out dates via Doodle in December to schedule a meeting for January with low participation
- Deferred discussion to February meeting

- **NEW BUSINESS**

- Springtide Music Festival has been in touch regarding banners. Facilitator has invited them to attend February meeting to discuss sponsorship
- Plastic Free Uxbridge – Christina has ideas regarding this initiative and will present a proposal to the board at the February meeting

- **ADJOURNMENT – 9:04 pm**

***Next BIA Board Meeting: Tuesday February 4<sup>th</sup>, 2020***