



**MEETING AGENDA**  
**REGULAR MEETING OF THE UXBRIDGE BIA BOARD OF MANAGEMENT**  
**Tuesday, March 16th, 2021 7:00 p.m.**  
**LOCATION: VIRTUALLY VIA MICROSOFT TEAMS**  
**UXBRIDGE, ONTARIO**

- 1.0 CALL TO ORDER** 10 Minutes (Items 1.0-4.0)
- 2.0 APPROVAL OF AGENDA**
- 3.0 DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF**
- 4.0 ADOPTION OF MINUTES**
  - 4.1 Review and approval of minutes from February 16th, 2021  
(adjustment to June's meeting date - s/b June 15<sup>th</sup> not 14<sup>th</sup>)
- 5.0 CHAIR REPORT** 25 minutes
  - 5.1 Board of Management – acquisition of new members - update
  - 5.2 Membership Services Coordinator role - update
  - 5.3 Social Media
  - 5.4 George the Prov. Standards officer is returning
- 6.0 EASTER PROMOTION** 15 minutes
  - 6.1 Outline of contest concept and update
  - 6.2 Proposal to offer 5 x \$50 and 5 x \$100 gift cards as prizes
  - 6.3 Promotional support – social media and printed materials
- 7.0 CULVERT UPDATE** 5 minutes
- 8.0 NEW WEBSITE UPDATE**
  - 8.1 Quote for directory
- 9.0 NEW BUSINESS** 5 minutes
  - 9.1 2021 Event: May/June promotion suggestions, utilizing scavenger hunt map
  - 9.2 Alcohol in convenience stores
  - 9.3 Metal Banners for Beautification – tie in with Culvert completion?
  - 9.4 Trish's email changing?
  - 9.5 Durham Region.com 'Diamond' winners listing - Christina
- 10.0 FINANCE / BUDGET**
  - 10.1 2021 Budget – monthly update – storage unit / Baskets/Watering
- 11.0 NEW! BOARD ROUND TABLE - What's New and Exciting?**
- 12.0 ADJOURNMENT**

**REVISED Upcoming BIA Meeting Dates:**

April 20 <sup>th</sup> , 2021	7:00 pm	September 21 <sup>st</sup> , 2021	7:00 pm
May 18 <sup>th</sup> , 2021	7:00 pm	October 19 <sup>th</sup> , 2021	7:00 pm
June 15 <sup>th</sup> , 2021	7:00 pm	November 16 <sup>th</sup> , 2021	7:00 pm
July 20 <sup>th</sup> , 2021	7:00 pm	December 21 <sup>st</sup> , 2021	7:00 pm
August 17 <sup>th</sup> , 2021	7:00 pm		



Find a Business	Discover and Explore	What's Happening	About the BIA	Homepage
<p>Beauty and Salons <b>change to Beauty &amp; Esthetics</b> [link to Business Directory category]</p> <p>Bike-friendly Businesses <b>HIDE</b>[link to Business Directory category]</p> <p><b>Currently make same as Accessible Businesses, have an icon / symbol for Bike Friendly Business</b></p> <p>Children and Families [link to Business Directory category] <b>HIDE</b></p> <p><b>T – ADD ELECTRONICS</b> [link to Business Directory category]</p> <p>Or is this retail</p>	<p>Maps (include Boundary Map) <b>include Getting Here (Directions /map from major highways)</b></p> <p>Parking</p> <ul style="list-style-type: none"> <li>• Parking Lots</li> <li>• Street Parking</li> <li>• <b>Seasonal Parking (by-law)</b></li> </ul> <p><b>ADD EV parking/charging locations (currently Second Wedge)</b></p> <p>Cycling [Link to AT ROUTES]</p> <ul style="list-style-type: none"> <li>• <b>Bike rack locations?</b></li> </ul>	<p>News <b>include Covid Relief services, other BIA-relevant news items</b></p> <p>Events <b>build calendar but do not use-hide for future use?</b></p> <ul style="list-style-type: none"> <li>• <b>YDHR,</b></li> <li>• <b>Farmer's Market...</b></li> </ul> <p><b>ADD CONTESTS</b></p> <p>Newsletter (utilizing MailChimp)</p>	<p><b>Board Members</b></p> <p>Accessibility [Remove?]</p> <p>Beautification</p> <p>Board of Directors</p> <ul style="list-style-type: none"> <li>• Board Meetings Calendar [calendar, includes agendas and minutes]</li> </ul> <p>one calendar for members, events for consumers in other pulldown?</p> <ul style="list-style-type: none"> <li>• <b>BUDGET?</b></li> <li>• <b>STRATEGIC PLAN?</b></li> </ul> <p>By-laws</p> <p>Member Resources</p> <ul style="list-style-type: none"> <li>• Chamber of Commerce</li> </ul>	<p>Search</p> <p><b>Calls to Action</b> [number pending homepage design]</p> <ul style="list-style-type: none"> <li>• Find a business</li> <li>• <b>FEATURE BIZ each month</b></li> <li>• Parking</li> <li>• Events</li> <li>• <b>PHOTO GALLERY</b></li> <li>• <b>SHOP AND DINE?</b></li> </ul> <p><b>News and Upcoming Events</b> J – here as well? W-Esol to explain</p> <p><b>Social Media</b></p>

<p><b>T – ADD ENTERTAINMENT</b> [link to Business Directory category]</p> <p>Or is this arts &amp; culture?</p> <p><b>Financial Services</b> [link to Business Directory category]</p> <p><b>Food and Drink</b> [link to Business Directory category]</p> <p><b>Health and Wellness</b> [link to Business Directory category]</p> <p><b>Home and Garden</b> [link to Business Directory category]</p> <p><b>Professional Services</b> [link to Business Directory category]</p> <p><b>Shopping and Retail</b> [link to Business Directory category]</p> <p><b>T – ADD SPORT AND FITNESS</b> [link to Business Directory category]</p> <p>Or is this health &amp; wellness?</p>	<p><b>Trails (include quick access)</b></p> <p>BIA MAP</p> <p>J - include map where BIA zone is in relation to area trails</p> <p><b>ADD SIGHTS &amp; TOURS</b> [link to Business Directory category]</p> <ul style="list-style-type: none"> <li>• Walking</li> <li>• Historical</li> <li>• Statues/art</li> </ul> <p>(Hide for now?)</p>		<ul style="list-style-type: none"> <li>• <b>Networking</b> [include Uxbridge Networking Group Monthly Breakfast/Lunch Meeting]</li> </ul> <p><b>Memorandum of Understanding</b></p> <p><b>Submit or Update Listing</b> [link to Business Directory]</p> <p><b>Terms of Reference</b></p>	<ul style="list-style-type: none"> <li>• Facebook [UxbridgeBIA]</li> <li>• Instagram [UxbridgeBIA]</li> <li>• Twitter [UxbridgeBIA]</li> </ul> <p><b>add CONTACT US</b> (what info)</p>
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How different than health & wellness? Sean – need your thoughts here

**Submit or Update Listing**

[link to Business Directory]

move to bottom of list

**Vehicles**

**change to Auto Sales & Service**

[link to Business Directory category]

**Wheelchair-Accessible Businesses**

**REMOVE – and add icon to businesses that are accessible**

[link to Business Directory category]

**ADD ARTS AND CULTURE**

[link to Business Directory category]

(include galleries, photography, metalwork)

<p><b>ADD CLASSES AND LEARNING (OR EDUCATION)</b> [link to Business Directory category] ( ie include dance lessons, driving school) Sean – need your help on a better name</p> <p><b>Pet Supplies &amp; Services</b> ?[link to Business Directory category]</p>				
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