



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

Tuesday April 20<sup>th</sup>, 2021 7:00 p.m.

LOCATION: Microsoft Teams, UXBRIDGE, ONTARIO

**Attendance:** Christina Curry, Willie Popp, Trish Bush, Todd Snooks, Alexa McCarthy, guest Judy Risebrough

**Regrets:** Valerie Little, Sameer Remtulla, Stuart Mulcahy

- **1.0 CALL TO ORDER** - 7:20 p.m.
- **2.0 APPROVAL OF DRAFT AGENDA for meeting dated March 16<sup>th</sup>, 2021**
  - Amended to include In-Camera topic to discuss Membership Coordinator position at 7:45pm
    - Motion: Christina | First: Alexa | Second: Willie > Approved
- **3.0 DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF**
  - None
- **4.0 DELEGATION – JUDY RISEBROUGH – DOWNTOWN REVITALIZATION PROJECT PRESENTATION**
  - Judy, as chair of the Uxbridge Downtown Revitalization Committee, shared her presentation (attachment #1) covering the background, details and timeline of the DRP. A long-standing desire shared by many to revitalize the downtown core is now being realized with the upcoming completion of the Culvert project, along with receipt of funding from various partners, and an enhanced desire (partly due to COVID) by owners and residents to invest in shopping local. Between now and December Judy will implement 3 phases of a 4-Phase Program with OMAFRA. Judy is requesting the BIA and its businesses take part in upcoming surveys to assist with strategizing and provide feedback. Christina and Willie shared concerns that without a period of normalcy in shopping habits, it will be difficult for businesses to provide accurate survey feedback.
- **6.7 SPECIAL IN-CAMERA SESSION TO DISCUSS MEMBERSHIP COORDINATOR ROLE**
  - Motion: Willie | First: Alexa | Second: Trish > Approved
- **5.0 ADOPTION OF MINUTES for REGULAR MEETING DATED: Tuesday, March 16th, 2021**
  - This order of business is postponed to May 18th, 2021 Board meeting due to lack of quorum.
- **6.0 REPORTS AND UPDATES**
  - **6.1 Covid**

Sameer is otherwise engaged this evening providing vaccinations! Christina reported that recent Provincial announcements caused much confusion among businesses and patrons surrounding what constitutes essential/non-essential business. As she continues to work with the Region and Employment Standards, further visits from both parties are expected in the coming months. Christina feels her newly launched 'How Ya Doin' social media gatherings are aiding in camaraderie and positivity in battling covid burnout among business owners.
  - **6.2 BIA & TOURISM**

This Thursday April 22<sup>nd</sup> marks the first joint meeting between the two groups to discuss partnering on events across the remainder of the year; both parties are looking to enhance the working relationship.
  - **6.3 BIA & UDRP (UXBRIDGE DOWNTOWN REVITALIZATION PROJECT)**

With a meeting scheduled for April 29<sup>th</sup>, and having 3 BIA members in attendance will be very beneficial, considering the excellent vision and work Judy as put into the project this far.

○ **6.4 BIA & AVEC**

Willie reported discussing with Councillor Garrod the enthusiasm AVEC holds in working with the BIA on the metal banner contest, and look forward (despite various challenges) to meeting soon. It is hoped that working with AVEC would provide the BIA an opportunity to develop our ‘beautification’ mandate through joint creative projects designed around enhancing the downtown environment, including their desire to build art box installations.

○ **6.5 BIA & AAC**

Willie met with the Accessibility Advisory Committee last week. The completion of the Culvert project brings an opportunity to make a selection of sidewalk fully accessible, partially funded through the CIP (Community Improvement Program). Affected businesses are understandably unsupportive of spending additional funds during the current pandemic. The AAC is hoping that the creation of a co-branded document between BIA and AAC may assist in breaking down walls. Christina reminded the members that as challenging – on many levels – as it is, all businesses must work toward a goal of being fully accessible by 2025, as outlined in the AODA (Accessibility for Ontarians with Disability Act) in 2005. The responsibility may fall on the property owner or renter, depending on each lease.

○ **6.6 DIGITAL MAIN STREET PROGRAM EXTENSION AND EXPANSION**

Due to lack of quorum, this order of business was not discussed. Please see ‘Resolution from the Town of Whitby’ (attachment #2) and ‘Motion Carried from the Township of Uxbridge’ (attachment #3), as this topic will be discussed at our May 18<sup>th</sup> Board meeting.

● **7.0 – EASTER PROMOTION**

Julia shared final costs – which, due to cancellation of the event were below the approved budget of \$1,050:

<u>Item</u>	<u>Actual</u>	
Gift Cards	\$750	
Advertising-Zehrs flyers and sandwich board posters	\$185.50 + tx	-printed before cancellation occurred
Advertising-posters	\$0	-printed in-house at Township
Balloons	\$0	-order cancelled
<b>Total</b>	<b>\$959.61</b>	<b>-savings of \$90.39</b>

All but 2 winners have arranged their gift cards with Christina. As the sandwich board posters are cut to the size of the sandwich boards, their blank backs could be utilized for future advertising. Sandwich boards and posters are currently stored in the reception closet at the Town offices. A list of winners is included (attachment #4).

● **8.0 CULVERT UPDATE**

- Willie reported that the crane has left. Contractors are now framing to cast concrete in place over the next 6 weeks. River stone will be applied and some sanitary sewer work on Centennial Dr will be completed for the Region.

● **9.0 NEW WEBSITE UPDATE**

Due to lack of quorum, this order of business was not discussed. It will be raised at our May 18<sup>th</sup> Board meeting.

● **10.0 NEW BUSINESS**

○ **10.1 2021 Events**

In their absence Willie shared Stuart and Val’s idea of a scavenger hunt type of event to encourage residents to get outside and get active around the Township. Christina suggested we partner with Tourism to create the event and due to lockdowns, look to timing of June/July.

- **10.2 Metal Banners**

Julia shared that due to recent staffing changes at Brock it has been difficult to be updated with the timing of their banner contest. Christina offered to reach out to her contact at Brock. Several metal studios were mentioned as possible suppliers of the banners, including Cobra, Joker F/X and Boerhof Studios (FB page- Metally Twisted). Before Julia can reach out to each metal studio, a decision must be made regarding whether we are required to go to Tender – Julia will contact Debbie to develop a Tender for this project.
- **10.3 Sidewalk Sale**

It was decided to defer this event until after the lockdown lifts and timing can be better gauged.
- **10.4 Report on Durham Advisory Council**

Christina reported that she joined the virtual round table with Toronto Star owners Jordan Bitove and Paul Rivett, as well as an eclectic group from across Durham to discuss how the newspaper can better serve local communities with hometown/local issues. The duo is committed to keeping the small-town vibe in the Times-Journal. Christina confirmed she will attend future meetings.
- **11.0 FINANCE / BUDGET**
  - **11.1 Ux Bux Update**

Julia reported that recent research and reaching out to winners of Ux Bux has resulted in finding \$1,075 in lost Ux Bux, leaving only \$425 of unclaimed Bux remaining on the books as of April 2021.
  - **11.2 2021 Budget**

Julia shared recent estimates and expenditures that are logged in the 2021 budget, and will include the web estimate once it is received from eSolutions. Julia will also create a new tab in the budget tied to estimated spending of shared events with other groups (i.e., Tourism, AVEC) through to the end of the year.
- **12.0 ROUND TABLE**
  - Todd and Trish are both busy albeit for different reasons; Willie is very eager to get back on the road following the current lockdown; Julia is enjoying the spring bulbs blooming in her front yard; Christina is caring for her Midge who is feeling poorly – hoping Midge is feeling more chipper now!
- **13.0 ADJOURNMENT – 9:16 pm**

**Next BIA Board Meeting: *Tuesday, May 18<sup>th</sup>, 2021.***