



MINUTES - MEETING OF THE UXBRIDGE BIA BOARD OF MANAGEMENT

Tuesday

August 17th, 2021 7:00 p.m.

LOCATION: Microsoft Teams, UXBRIDGE, ONTARIO

Attendance: Christina Curry, Willie Popp, Todd Snooks, Stuart Mulcahy; Sameer Remtulla arrived 7:35 p.m.

Regrets: Trish Bush

- **1.0 CALL TO ORDER** - 7:12 p.m.
- **2.0 APPROVAL OF DRAFT AGENDA for meeting dated August 17th, 2021**
 - Motion: Todd | Second: Stu > Approved
- **3.0 DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF**
 - None
- **4.0 ADOPTION OF MINUTES for Meeting dated June 22nd, 2021**
 - Motion: Willie | Second: Todd > Approved
- **5.0 CORRESPONDENCE**
 - **5.1 Mail – Durham Region By-laws 21-2021, 22-2021, 23-2021** received for information, re: increase in costs of development charges for future renovations and builds within Durham Region.
 - **5.2 Mail – Durham Region ‘Growth Management Study’ 2021-INFO-71** received for information, re: region-wide growth analysis.
 - **5.3 Email – Pat Higgins re: Shop Local card**
Julia to contact Peterborough BIA to gather feedback on level of buy-in and requirements to bring businesses on-board, and how transactions work. Julia will report back to the Board, who may decide to invite Miconex to present at a future meeting.
- **6.0 REPORTS AND UPDATES**
 - **6.1 COVID** - George (Provincial Standards officer) has continued to visit Uxbridge regularly. While local businesses have been following protocol to his ‘gold-standard’, he recently witnessed some slipping in their vigilance - leading to reminders and one fine. Our local businesses are reminded to visit the Provincial and Regional websites to maintain protocols.
 - **6.2 Tourism** - Julia reported that the Tourism Committee is downplaying Local Food month this year due to Covid protocols, and she will be attending the first of many future Tourism meetings on August 18th, to provide a voice and an ear for BIA businesses.
 - **6.3 Beautification:**
 - Summer baskets** – In preparation for 2022 Christina will design planters and send her request to Otter’s. Julia shared that Town Clerk Debbie Leroux recommended the BIA go to Tender on procurements totaling the budgeted amount (10K). Christina will present Otter’s quote to the Board at the next meeting, prior to placing the order. Parks Dept. will be copied on the BIA order, should they wish to mirror our design/colours.
 - Winter baskets** – Christina recommended ordering winter 2021 baskets from Pat Higgins (Canadian Tire) and will send her design requirements to him. As member of the Santa Claus Parade - and with it being the 60th anniversary this year - Christina’s goal is to have lush baskets installed prior to the parade date of November 20th, 2021, to enhance the celebration.

- **7.0 DOWNTOWN REVITALIZATION UPDATE**

Julia shared that the Downtown Revitalization Project is eager to receive responses – especially from the under-30 age group - to 3 surveys found on the Township website in order to best design and plan long-term uses for the downtown area.

- **8.0 NEW WEBSITE UPDATE**

Julia screen-shared the new website in its current ‘work-in-progress’ state. The Executive team agreed to a web meeting date of August 25 with Marnie from eSolutions - Julia will request a meeting.

- **9.0 NEW BUSINESS**

- **9.1 Metal Banners** –Julia shared feedback from her call with Richard Knobbs of Fontasy, a local manufacturer of exterior signage and displays using UV-cured pigment with a urethane coating. The Board discussed quantities of themed designs to make up the total 200, maintaining exclusive rights of the artists’ designs so as not to limit our usage of the new banners, and whether we should go to Tender on this budgeted item. Suggestion was made to print the banners double-sided with various partner logos, i.e. Township, Tourism in an effort to share the cost. Julia will request a ballpark figure, utilizing the existing banner hardware.
- **9.2 ‘Reconnect Festival and Event Program’** – Julia shared details of a new grant offered by the Ontario government for outdoor events. Due to the Township owning the grant account, the BIA would have to partner with a Township arm in applying for a grant. Suggestion was made to partner with the Santa Claus Parade committee in order to extend the parade day into an afternoon event. Required letters of support would not be difficult to attain. Julia will research next steps to grant application with Clerk Debbie Leroux.

- **10.0 FINANCE / BUDGET**

- **10.1 Final Audited 2020 Financial Statements** were unchanged from their draft version (presented and approved during the July Board meeting), and were accepted for information.
- **10.2 eSolutions Invoice** – Julia explained that an additional \$1,500 charge on one eSolutions invoice for the new website was due to an added component that will allow the BIA to write and post our own news items, rather than simply picking up non-BIA specific news items pushed from the Township news feed.
 - Motion to approve invoice increase: Willie | Second: Sameer > Approved
- **10.3 Budget update** – Christina reported that there have been no new budget changes since the June meeting.
- **10.4 Request for Purchases** – Julia requested to purchase US\$99 graphics program Adobe Photoshop Elements to enhance her ability to crop and edit images for the new website, as well as an inexpensive desktop colour printer for printing/copying/scanning invoices, agendas, and other BIA documents. Currently the BIA does not have either item and Julia has been emailing items to her Township email account for printing on-site there. Sameer suggested an HP program that charges a minimum monthly subscription for toner with purchase of a printer.
 - Motion to approve purchases to a maximum of \$400: Sameer | Second: Stu > Approved

- **11.0 BOARD ROUND TABLE** – weddings and turkeys and beaches and pools and family catchups.

- **12.0 ADJOURNMENT** – 8:47 p.m.

Next BIA Board Meeting: *Tuesday, September 21st, 2021*