



MINUTES - REGULAR MEETING OF THE UXBRIDGE BIA BOARD OF MANAGEMENT

Tuesday February 16th, 2021 7:00 p.m.

LOCATION: Microsoft Teams, UXBRIDGE, ONTARIO

Attendance: Christina Curry, Willie Popp, Trish Bush, Sameer Remtulla, Todd Snooks, Valerie Little

Regrets: Alexa McCarthy

- **1.0 CALL TO ORDER** - 7:06pm

- **2.0 APPROVAL OF DRAFT AGENDA for meeting dated February 16th, 2021**
 - Motion: Trish | Second: Sameer > Approved

- **3.0 DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF**
 - None

- **4.0 ADOPTION OF MINUTES**
 - 4.1 For regular meeting dated: Tuesday, January 19th, 2021
 - Motion: Willie | Second: Val > Approved

- **5.0 CHAIR REPORT**
 - **5.1 BIA BOARD OF MANAGEMENT**

As the Board continues to focus on finding representation from the south end of Uxbridge, Willie reported that he and Todd have reached out to a large grocery store as well as some smaller businesses in the area. Some of these businesses are partnerships who question which partner would join the Board. While only one may become a voting member, it does not preclude others – or any member of public – from attending meetings.

Willie confirmed an ad has been approved and will be placed in the Township page this week. The ad is currently posted in the News section [here](#)*, of the Township website.

Willie and Christina spoke to the need to create succession on the Board, as positions will open within the next 1-2 years. Willie suggested other members consider whom they might recommend to join the Board. Any interested business owners are welcome to check in to meetings every few months to learn more about the BIA, it's mandate and budget source, especially as virtual meetings make it increasingly easy to take part.
 - **5.2 MEMBERSHIP SERVICES COORDINATOR**

Christina reported that the role will be advertised this week and hopefully filled by late March. New revisions (the first in 10 years) have been made to the job description, which will include building the website and being provided a work space within the Town offices. Willie suggested that the role be shared among the Board for feedback before it is posted.
 - **5.3 SOCIAL MEDIA**

Christina apologized for falling off the social media wagon. Julia provided an update on MailChimp, stating that the program holds no keys to knowing the details of any previous newsletters (timing/ mailing lists/topics), and all queries to the previous coordinator have gone unanswered.

Christina requested that the current membership list be uploaded to MailChimp in its incomplete state.

* News story: **BIA Board of Directors looking for qualified members**

<https://www.uxbridge.ca/en/news/uxbridge-township-board-committee-appointments-committee-business-improvement-area-2018-2022.aspx>

- **6.0 – #KeepYourBuxInTheUx HOLIDAY PROMOTION**
 - Christina urged the removal of these amounts off the books. Julia shared the details found recently in a spreadsheet of redeemed BIA Bucks, namely that there are events, dates, serial numbers of Bucks, and names and phone numbers with no explanation as to how they relate going back to 2016. Willie suggested that the current \$3500 budget item could be less. Christina suggested the winners be contacted and urged to spend their Bucks. Todd recommended this be taken offline to further discuss and hopefully resolve this issue.

- **7.0 CULVERT UPDATE**
 - Willie reported that a crane is now onsite and 5 pieces of high-flow culvert have been placed today. Work will continue with low-flow sections expected to be installed by mid-April, cleanup/restoration to take place in May and the job completed by June.

- **8.0 STORAGE UNIT UPDATE**
 - Todd happily reported that the storage unit has been emptied, cleaned and the contract ended with the owner. Final invoices have been received and approved for payment. All files are now stored in the bottom drawers of both Todd's and Willie's file cabinets located at the Town offices. Todd found some interesting reads during his cleanup and will be providing some feedback at a future meeting. Willie suggested speaking with Debbie regarding the storage of bulky items such as tents, tables and chairs in the basement of the Town offices (along with Canada Day supplies currently stored there). As an alternative, Val offered her basement storage unit below her store for the bulky items.
 - Christina wishes to have stored plastic tubs of BIA jerseys in her possession, in the storage of other BIA bulky items, and thanked Todd for his time and effort on this project.
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- **9.0 NEW BUSINESS**
 - **9.1 2021 BOARD MEETING DATES** – There are no conflicts with upcoming Board meeting dates.
 - **9.2 2021 EVENTS**

Christina asked the Board to suggest appropriate Easter contests ideas, should we remain in 'the Red Zone' by April 5th, 2021. Sameer suggested an Easter Egg hunt tied to storefronts, with visitors taking pictures as entries to win. Christina wondered whether prizes (i.e stuffed bunny) might be provided for an outdoor scavenger hunt. Todd volunteered to wear the Easter Bunny costume and sit in a storefront window (similar to Santa and Mrs. Claus during Christmas 2020). Willie asked that Julia send a reminder to the Board to generate a range of ideas and send them via What's App by end of day Thursday February 18th, giving the Board reasonable time to promote the event prior to Easter.
 - **9.3 OTHER BUSINESS - French Consulate letter**

Christina reiterated the letter's message that the French Consulate of Toronto has launched an initiative to support any business that sells French-inspired products/services. Christina will present this to the Ontario BIA Association, and would like to see it included in an upcoming members newsletter.

- **10.0 FINANCE / BUDGET**
 - **2021 Budget:** Christina reported that \$250 each has been paid to Keith's Flowers and Axis Chiro. as well as \$500 to the Passionate Cook for the Holiday promotion. All winners are very happy.
 - **Storage Unit** : the contract has been cancelled, and the line item has been removed from the Budget for the remainder of the year.
 - **Website:** a meeting is scheduled for this Thursday, February 18th. Christina would like to receive feedback from local businesses as to how they wish to see the Directory laid out. Her vision includes images, social media links and updated contact information, to create a premier site to search for products and services in Uxbridge.

- **11.0 ADJOURNMENT – 8:50 pm**

EASTER PROMOTION IDEAS

Support

- ⊕ Storefront window display Easter Egg or Easter Bunny hunt to promote walkers to the downtown.
- ⊕ BIA store website virtual Easter Egg or Easter Bunny hunt – to get people visiting local businesses online. 2
- ⊕ Easter Bunny in attendance in Hailey’s store front for pictures across Easter weekend. 4
- ⊕ Colouring contest for kids with downloadable image 2
- ⊕ Guess the number of easter eggs in a specific storefront window – could we utilize an empty unit to display?
- ⊕ Empty storefront window decorating contest – open to any organization or business in town, to beautify the existing empty windows – this could revolve by season/special event.
- ⊕ Just like Picaboo offers ‘12 days of deals’ at Christmas, the BIA could reveal ‘15 Easter Eggs holding hidden offers’ for downtown businesses. Each downtown business could present a special offer hidden inside an Easter Egg – one per business - on the BIA website – or other-Town site?
- ⊕ Build foodbank/monetary donations into promo?
- ⊕ Storefront window Easter Egg or Easter Bunny hunt – to promote walkers to the downtown.
- ⊕ Easter giftcard giveaway. Same idea with gift cards we did at Christmas maybe 4 \$25 gift cards to businesses of the winner’s choice this way they likely will spend more than the free \$25. Maybe do this for 3 winners?
- ⊕ “Some bunny loves you” show your love to a local Business. Post a picture of your purchase from that store and why you love it/them and Uxbridge! The winner would get something from that store?
- ⊕ Selling numbered plastic Easter eggs (like a rubber duck race), we do a first egg to the bottom of the toboggan hill or shut down Brock street and dump them down the road hill? Money raised could go towards the UXBRIDGE sign and prize winners.
- ⊕ Give a gift to someone else. Let the BIA GIVE THE GIFT for you. \$500 shopping spree for someone, to be used across BIA businesses. Cash prize includes tax.