



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

**Tuesday January 19<sup>th</sup>, 2021 7:00 p.m.**

**LOCATION: Microsoft Teams, UXBRIDGE, ONTARIO**

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

- **1.0 CALL TO ORDER - 7:12pm**
- **2.0 APPROVAL OF DRAFT AGENDA for meeting dated January 19<sup>th</sup>, 2021**
  - Motion: Trish | Second: Alexa > 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, December 1<sup>st</sup>, 2020
    - Motion: Alexa | Second: Sameer > Approved
- **5.0 CHAIR REPORT**
  - **BIA BOARD OF MANAGEMENT**

With the recent departure of two board members, the Board is hopeful of finding representation from Toronto Street/the south end of Uxbridge, specifically one with big-box experience to enhance the current assortment of expertise. Willie explained that just as the Santa Claus Parade Committee was rebuilt (and as per CAO Kristi Honey's recommendation), a similar skills matrix be referenced for future Board member considerations. Willie will work with Deb Leroux to include an ad in the next Township page, with the goal to have a shortlist by next meeting and 2 possible board members by March.

Christina recommended at least one new member to be well-versed in social media, its rules, and regulations
  - **SOCIAL MEDIA**

Christina reported on the large number of engagements on social media thanks to 3 boosts  
Christina reported that she had received several requests on social media to join the BIA but had to remind them that BIA Business members were limited to being located within the designated area. As such Christina recommended a revisit of the BIA website and Facebook page to ensure that this detail is prominently displayed.
  - **INFORMATION ON GRANTS**

Christina reported that the current rent relief program differs from that of last year and she has experienced glitches when attempting to apply on behalf of 3 local businesses. Valerie reported that according to her contact at the Lindsay Chamber of Commerce, these reliefs are grants and do not require paying back. Christina's bookkeeper and accountant however stated that based on a business's November income, this grant could automatically switch to a loan; they also have concerns as to how to represent this rent relief on 2020 taxes.

- Willie and Sameer expressed concern over whether it was prudent to take on the responsibility of assisting businesses individually. Some discussion was held on the difficulty of various Board members to attain accurate information from various government services during this period, when information changes so quickly and few details are available. Sameer recommended the Board provide links and contacts to various services for local businesses to avail themselves of. Todd and Willie repeated their support of helping within their wards. Christina added that many businesses are now require HR assistance, due to layoffs, etc. Willie recommended the **Board compile a list of questions they are receiving from local businesses, to be funneled through Mayor Barton to the Provincial level.** Board members agreed to begin work on said list.
- **6.0 – #KeepYourBuxInTheUx HOLIDAY PROMOTION**
  - Christina reported on the number of entries (just under 200) received for this promotion. Willie shared his method of using a website 'wheel' to spin and randomly select winners. Rather than personally deliver gift cards during this time of COVID-19 concerns, Christina thought it best to apply credits with each of the three businesses (Axis Chiropractic / The Passionate Cook / Keith's Flowers), which await their use by the winners.
  - Christina reported that the long-standing BIA Bucks promotion still has many outstanding credits that have not yet been redeemed. With the past year's staff turnover, it could prove difficult to track balances, and as an added challenge these amounts require carrying over annually in the budget. She offered that past facilitators may be able to provide some of the missing details. **Willie and Julia agreed to work towards clearing outstanding Bucks off the books** by finding and notifying past winners and purchasing gift cards in the amount of the balance for each winner to a store of their choice, thereby closing off the promotion. Sameer added that a Visa gift card for each winner could be purchased to that same end and suggested that future similar promotions have different rules created. Willie recommended that in the future a deadline be established for the cashing in of future BIA Bucks to ensure year over year budget burden.
  - Christina shared that she has in her possession the old laptop which may hold some clues to the BIA Bucks situation Sameer recommended that the **contents of the old laptop be saved to the cloud or a jump drive.** Todd offered that Kristi might be of some assistance in this area.
- **7.0 CULVERT UPDATE**
  - Willie reported that work was expected to be initiated on or about January 25<sup>th</sup>, but official notice would likely be provided by the end of this week. Thankfully, Brock Street is open but local businesses remain eager to have work completed. Sameer reminded Willie that Centennial Drive remains closed, and Willie responded that it is expected to reopen in spring.
- **8.0 NEW BUSINESS**
  - **8.1 RED Grant for Trails application:** As per the report (provided during meeting) presented to Council yesterday by Amanda Ferraro, Council approved staff to investigate an app that would be used to charge for parking at various Township trails. Grant funds would be used to purchase the app and go to the cost of a program administrator. The app would contain an AI feature which, when utilized, would direct users to various Uxbridge businesses/services, as well as possible coupons for use therein. Willie reported that close to 2,000 people visit Durham Forest on weekends, causing issues with parking, trail servicing and (lack of) restroom usage. With conservation funding suffering from reductions, funds collected through this app would be fed back into the trails, ensuring they are self-funded. LSRCA and TRCA have been in initial discussions with the Town and both are interested in this program.
  - Trish queried whether local businesses advertising on the app would be charged. Willie replied that this aspect should be directed to Council.

- Sameer questioned whether locals would be expected to pay for parking. Willie responded that he would like to see the app be cost-neutral for residents, while creating a ‘destination’ impression for visitors from the south, whose money the Township wishes to capture to benefit local businesses and services. A ‘Friends of the Trails’ package could be developed as a package with various membership levels to choose from.
- Alexa recommended signs be posted at Trails explaining how parking fees are used.
- Willie added that the deadline for the RED Grant – Trails app is February 1st, 2021 – so it would be preferable to agree on a sum, which, during Budget discussions was agreed to be \$1,500.
- **8.2 2021 Board Meeting Dates:** The Board discussed whether to move meeting days in 2021, but based on Willie’s availability with the Library Board, there may be no change – *see schedule below*.
- **8.3 Other Business:** Sameer questioned whether ‘What’s App’s recent purchase by Facebook and resultant changes to access user’s contacts/location/etc. would affect the use of said App by the BIA Board. All agreed that as the App is not currently used to discuss sensitive details, no change should be necessary.
- **9.0 FINANCE / BUDGET**
  - **2020 Budget:** Christina worked through the 2020 Budget line by line and requested the title of ‘Facilitator’ be changed to ‘Membership Services Coordinator’. Willie requested the existing RED Grant line-item have ‘Downtown Revitalization’ be included for reference. *Christina will query Tobi Lee on what exactly the costs for the AGM meeting were for.*
  - Discussion regarding the requirements of maintaining a cell phone by the BIA. While Christina thought it was an item that could be stricken, Willie suggested it might be of use and warranted further discussion. The item will remain on the budget for the time being.
  - 2020 actuals came in under budget at \$45,027.04.
  - **2021 Budget:** As a result of discussion over planter maintenance, it was decided to group all planter maintenance costs into one line item.
  - Christina will research the terms of the existing banner agreement.
  - The Board felt that it was prudent to set aside \$1,000 for the potential replacement of some tree lights, should any of them fail during the year.
  - *Willie, Todd and Sameer expect to clear the rental unit before the end of Q1,* thereby realizing a savings for the remainder of the year.
  - The Board agreed to keep all event funds in the 2021, on the assumption that at least some of these events will occur during the year.
  - The Board approved to set aside \$1,500 for the RED Grant Trails app.
    - Motion: Alexa | Second: Sameer > Approved
  - **2022 Budget:** The Board will see some savings this year with the removal of the storage unit and the completion of the new website. Further savings will be realized as both RED Grants are one-time events and will no longer be available in 2022.
  - Banners are expected to require replacement in 2022.
  - *Work on the draft version of the 2022 Budget will continue, with a completion goal of March.*
  - The Board approved the working draft of the 2022 Budget.
    - Motion: Alexa | Second: Valerie > Approved
- **10.0 ADJOURNMENT** – 9:53 pm

**Next BIA Board Meeting: Tuesday February 16<sup>th</sup>, 2021.**

**Remainder of 2022 meetings will occur on the 3<sup>rd</sup> Tuesday of each month.**