



MINUTES - REGULAR MEETING OF THE UXBRIDGE BIA BOARD OF MANAGEMENT

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

LOCATION: Microsoft Teams, UXBRIDGE, ONTARIO

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

- **1.0 CALL TO ORDER** - 7:06 p.m.
- **2.0 APPROVAL OF DRAFT AGENDA for meeting dated March 16th, 2021**
 - Motion: Alexa | 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, February 16th, 2021
 - Motion: Alexa | Second: Willie > Approved
- **5.0 CHAIR REPORT**
 - **5.1 Bia Board Of Management**

Stuart Mulcahy (Zehrs) applied to become our newest Board member.

 - Motion to support Stuart's nomination: Willie | Second: Val > Approved

Christina reiterated her desire to fulfil the executive chair position
 - **5.2 Membership Services Coordinator**

Christina reported that the role has been filled by Julia Shipcott, Administrative Assistant to the Clerk's Dept of the Township of Uxbridge. Due to her current responsibilities, she will provide BIA assistance 1 day/week.
 - **5.3 Social Media**

Christina offered her apologies as she currently has limited time to manager social media at present.
 - **5.4 Provincial Standards Officer**

Christina reported that George the Provincial Standards Officer was genuinely impressed with the top-level effort that businesses along upper Brock St. were applying towards following current Provincial Covid guidelines. Christina advised that George will be returning in the next few weeks – and visiting roughly 3 times every 6 months - to follow up with recommendations that were made during his first visit. Recently Christina received feedback that some businesses expected local Councillors or the BIA to provide details on how to follow protocol. She reiterated that it is not the BIA's responsibility, but falls within the business-owner's realm to understand all rules and regulations regarding safe opening and operation of their business, and to follow the guidelines found at Ontario.ca/covid.
- **6.0 – EASTER PROMOTION**
 - **6.1 Selfies with the Easter Bunny**

Todd shared the list of 10 locations and time slots that the Easter Bunny will visit from Friday to Monday of the upcoming Easter weekend. Each location will be visited for 1 hour, with 30 minutes between most locations to give EB time to travel between. Todd will utilize the efforts of his sons as handlers – updated March 25th his wife will assist. Stanchions from the Town offices and social distancing stickers will be employed to maintain visitors at a safe distance. Tourism will lend their sandwich board.

Julia will purchase balloon bouquet(s) to attract attention to the event and dress up the window displays. Willie recommended that the handlers wear some form of Easter accessory and BIA jerseys

○ **6.2 #SomeBunnyLovesYou promotion and prizes**

Nominator will tag friend/family member to be entered into a draw for 1 of 5 \$100 Gift Cards to any BIA business. Additional surprise aspect to the game will have nominator also entered into a draw for 1 of 5 \$50 Gift Cards. This promotion will have a limit of 2 entries per person. Julia will confirm rules and regulations with Town Clerk Debbie Leroux.

➤ Motion to approve \$750 prize budget: Trish | Second: Sameer > Approved

○ **6.3 Promotional Support**

Julia will design and create all sandwich boards, posters, flyers and social media. Stuart offered to have his cashiers hand out 2-sided flyers to promote both events. Posters will be put up in each store hosting EB. Julia will collect quotes for printing and balloons to share with the Executive team prior to ordering. Christina will boost FB for the Easter promotions.

➤ Motion to approve \$300 promotional budget: Stuart | Second: Todd > Approved

● **7.0 CULVERT UPDATE**

- Willie reported that water is now flowing through the high-flow culvert and the crew is currently working ahead of schedule, prepping to excavate the old culvert. A retaining wall has been built. Cleanup (i.e. sod, opening of parking lots) is expected by late June.

● **8.0 NEW WEBSITE UPDATE**

- Julia screen-shared the new Uxbridge BIA website under construction and sitemap, in order to discuss design, layout, menus, and use of colour with the Board.
- Christina offered that there seems to be a disconnect in communication with eSolutions over the look and feel of the BIA website directory. Examples of Scugog and Port Credit BIA Directories were screen-shared among the Board and the merits of 2 different designs/layouts discussed. Feedback reflected the desire to use images whenever possible rather than a 'phone-book' look for the directory. Alexa wondered if it would be challenging to achieve a unified look to all businesses listed, and supported spending extra money to build the website correctly. The Board agreed to have the Chair and staff request a new quote and return to the Board with clarification.

● **9.0 NEW BUSINESS**

○ **9.1 2021 Events**

Willie discussed the Bridge Social's scavenger hunt and suggested that were the BIA to do something similar, it could prove to be a good family event to get people moving about town between Mother's and Father's Day. Although Stuart offered to partner with another member, the idea was tabled until April.

○ **9.2 Alcohol in Convenience Stores**

With 711 recently approaching the Province to allow the sale of alcohol in convenience stores, the Mayor and Council has asked that the BIA discuss the topic and respond with their position. After much discussion supporting various aspects of both sides, Willie suggested the BIA's response be that while the BIA does not wish to prescribe what stock businesses engage in, the ability for the AGCO to better police existing issues is our main concern.

➤ Motion for Christina to respond in writing to Council: Willie | Second: Todd > Approved

○ **9.3 Metal Banners for Beautification**

Willie reported that in speaking with Councillor Garrod, AVEC and Stuart Blower are excited to be part of this project. Willie will work to arrange a meeting with himself, Councillor Garrod, Stuart Blower, Christina, Julia and Todd to discuss details and moving forward.

○ **9.4 Trish's New Business and Contact Details** – Congratulations to Trish for opening a new business – FIG Kitchen and Market on Toronto Street South! Her contact details will not change.

○ **9.5 DurhamRegion.com Diamond Winners**

Christina updated the Board on the recent people's choice awards and was happy to report that multiple Uxbridge businesses were rated best in Durham Region! Christina will share this information on social media as well as on our new website.

● **10.0 FINANCE / BUDGET**

○ **2021 Budget**

It was reported that the Storage Unit is now off the books. Julia reported on the status of the baskets, planters and watering agreement with the Parks department. In order to avoid future confusion surrounding Town Sign/Common Area plantings and alternate-year payment schedules, Willie is working on an MOU with Amanda Ferraro, Head of Parks. The responsibility for planting these areas will be split 50/50 in future.

● **11.0 NEW! ROUND TABLE**

○ Willie is looking forward to touring the new Medical Building tomorrow. Todd is looking forward to being the Easter Bunny. Sameer is happy to welcome his awesome new neighbours (FIG). Stuart is enjoying his week's holiday. Val is happy to report hiring 2 new employees and celebrated her first year of business just 2 weeks ago! Alexa is happy renovations are almost complete. Trish has been open one week and is happy to greet old and new customers. Julia is looking forward to the vaccination clinic in Uxbridge opening soon to serve seniors.

● **12.0 ADJOURNMENT** – 9:13 pm

Next BIA Board Meeting: Tuesday, April 20th, 2021.