



MINUTES - MEETING OF THE UXBRIDGE BIA BOARD OF MANAGEMENT

Tuesday May 18th, 2021 7:00 p.m.

LOCATION: Microsoft Teams, UXBRIDGE, ONTARIO

Attendance: Christina Curry, Willie Popp, Trish Bush, Todd Snooks, Alexa McCarthy, Valerie Little, Stuart Mulcahy, Sameer Remtulla joined at 8:33 p.m.

- **1.0 CALL TO ORDER** - 7:17 p.m.
- **2.0 APPROVAL OF DRAFT AGENDA for meeting dated May 18th, 2021**
 - First: Alexa | Second: Willie > Approved
- **3.0 DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF**
 - None
- **4.0 ADOPTION OF MINUTES for Special Meeting dated April 29th, 2021**
 - Motion: Christina | First: Willie | Second: Val > Approved
- **5.0 REPORTS AND UPDATES**
 - **5.1 Covid**

Christina reported that while a good number of vaccinations are occurring, the Province's planned reopening will be dependent on the number of vaccinated individuals. In anticipation of a forthcoming lift of the current lockdown, various merchants are in the process of applying for and/or assembling outdoor patios. Councillor Popp recommended that businesses reach out directly to Mike Klose of the Township Development Services department to expedite any permits, etc for patios. Christina was happy to announce another business that has opened during the pandemic: Buzz Buds of Brock Street.
 - **5.2 Joint BIA/Tourism meeting report**

Christina, along with Councillors Popp and Snooks, attended the meeting to hear about upcoming Tourism endeavours as a first step towards the BIA sharing in opportunities. There was shared disappointment to learn that only a handful of BIA businesses had been approached to take part in Tourism's upcoming L.M Montgomery guided tour. Christina suggested a BIA delegation be created to work with Tourism on future projects, namely the Food Tour and Holiday Promo, thereby generating tours that are well-suited to as many BIA businesses as possible. Councillor Snooks suggested that all future Tourism projects provide upcoming promotion details to all BIA businesses – including those in the service industry - giving them the opportunity to learn about the promotion and to decline taking part if they wish. Christina requested that Julia contact Tourism Coordinator Lisa Johns-Mackenzie to request opportunities for remaining BIA businesses to take part in the LMM tour. Councillor Popp suggested that when considering providing dollars to Tourism for future events – once restrictions lift and BIA businesses have more funds with which to support promotions - the BIA receive from Tourism documented benefits for our spend, as well as copies of all creative for us to share with all BIA businesses. Trish questioned what Lisa's role encompasses, but apart from knowing it as a part-time role managed by the Township, no further details could be provided. Julia was requested to acquire Lisa's Mission Statement and role responsibilities so that the BIA can better understand her role and how best to work with Tourism. Councillor Snooks suggested Tourism Chair Mike Whiston join a future Board meeting to discuss Tourism's mandate and to identify how the BIA can take part in joint achievements.

 - Motion to request Mike Whiston attend a future BIA Board meeting
Trish | First: Alexa | Second: Todd > Approved

○ **5.3 AGM**

Christina reported that we are required to hold an annual AGM. Having not held once since January 2020, it is now overdue - mainly due to Covid. A virtual AGM was suggested although it may be too difficult to communicate virtually between 200-odd members. An alternate suggestion was to generate an email blast that would update all members on our completed projects, i.e. metal banners, website landing pages, joint Tourism endeavour and Budget update. Alexa suggested we begin working on a newsletter and ask for feedback from members on their interest in attending an in-person meeting once restrictions lift. Julia was directed to begin work on the newsletter.

● **6.0 CULVERT UPDATE**

- Willie reported that concrete pouring will be completed by the upcoming weekend, and water flow will be redirected back through the low-flow culvert. At some point in the future Brock Street and Centennial Road will require short-term closures again to complete paving.

● **7.0 NEW BUSINESS**

- **7.1 2021 May/June Event:** Stuart shared his and Val's vision of getting everyone out on foot and bike once restrictions are lifted to enjoy a Bingo/Scavenger/Selfies hunt to local trails and businesses. Self-printing cards that players could take out with them and check off once locations have been visited. Various members added their own ideas, i.e. including window advertisements/decorations, geocaching inside stores, a 'Where's Waldo' search for the Canadian flag. Councillor Popp shared a top-secret Canada Day patriotic competition between towns and cities that might tie in nicely with this event. It was recommended that Stu and Val come up with Plan A (restrictions are lifted) and Plan B (lockdown continues) scenarios before the next Board meeting, with Councillor Popp suggesting that our next Board meeting should include a vote. Val expressed regrets at having to leave the meeting early at 8:23 p.m.

- **7.2 Metal Banners:**

Julia shared her notes generated from her meeting with Clerk Debbie to discuss next steps required for the Metal Banner design competition (notes attached). Christina recommended that a sub-committee be created to manage the details, consisting of at least 2 Board members plus Julia. Councillor Popp suggested the possibility of asking Sabrina and Hailey to take part in the sub-committee, referencing their knowledge and ties to local artists, Studio Tour staff and the Heritage Committee; and asking AVEC to assist in the design selection process. Consideration by the BIA Board should be made for themes i.e. Veterans, Agriculture. Sameer joined the meeting at 8:33 p.m.

Alexa was asked to approach Sabrina, and Christina to approach Hailey to see whether they would be interested in joining the sub-committee, prior to the June Board meeting.

● **8.0 FINANCE / BUDGET**

- **2021 Budget Update:** Julia reported no changes to the Budget over last month.

● **9.0 BOARD ROUND TABLE**

- Councillor Popp announced that today was his 100th day of consecutive riding! Councillor Snooks announced 9 weeks of not having to pay for gas in his new electric vehicle; Trish also announced a new car purchase and the excitement of opening her FIG patio; Alexa was geared up for her fundraiser for Wind Reach Farm in 4 days; Stu was excited about the wonderful weather and enjoying his new vehicle; Sameer happily announced some wonderful vaccination rates in Port Perry and shared his hope that Uxbridge will soon be in the same position.

● **10.0 ADJOURNMENT** – 8:51 p.m.

Next BIA Board Meeting: Tuesday, June 15th, 2021