



MINUTES - MEETING OF THE UXBRIDGE BIA BOARD OF MANAGEMENT

Tuesday

September 21st, 2021 7:00 p.m.

LOCATION: Microsoft Teams, UXBRIDGE, ONTARIO

Attendance: Christina Curry, Willie Popp, Trish Bush, Sameer Remtulla; Regrets: Todd Snooks, Stuart Mulcahy

- **1.0 CALL TO ORDER** - 7:19 p.m.
- **2.0 APPROVAL OF DRAFT AGENDA for meeting dated September 21st, 2021**
 - Motion to approve draft agenda: 1st- Trish | 2nd- Val > Approved
- **3.0 DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF**
 - None
- **4.0 ADOPTION OF MINUTES for Meeting dated August 17th, 2021**
 - Motion to adopt minutes: 1st- Sameer | 2nd- Val > Approved
- **5.0 CORRESPONDENCE**
 - **5.1 Mail – Envision Durham – Growth Management Study – Release of Housing Intensification Study Technical Report (Report #2021-INFO-94)** received for information.
 - Motion to receive for information and to share in upcoming newsletter to assist businesses in planning marketing initiatives: 1st- Willie | 2nd- Trish > Approved
 - **5.2 Email – Judy Risebrough – Downtown Revitalization Project (DRP) request for RED Grant support**

Judy is working with all applicable departments to support her RED grant application to enhance and update the current Community Improvement Plan (CIP), beginning spring 2022. The funds will go toward property owners' enhancements to building facades. BIA's financial support would come from our 2022 budget.

 - Motion to support DRP's request for RED Grant and provide to \$1,000 in financial support:
1st- Willie | 2nd- Trish > Approved
 - **5.3 Email – Amanda Ferraro – Herrema trailhead sign advertising request**

Re: request to advertise on the above-mentioned sign, the BIA would utilize their own logo rather than the shop/dine creative, as that contract is about to conclude. The Board questioned a) whether there is a \$250 commitment to this endeavour as alluded to in the letter (and if so, the BIA would support the spending of the money), and b) would the BIA have use of the back side of the entire top slat of the sign. Julia to research whether the BIA/Township owns 'www.uxbridgebia.com', can we redirect this website to our new site, is it possible to create a friendly url from the current 'uxbridge.ca/en/bia'. Initial interest from the Board supports using the BIA logo, creating a QR code to include, as well as our website url – friendly or otherwise.

Val requested that any QR codes created be utilized by stores for in-store promotions.
- **6.0 REPORTS AND UPDATES**
 - **6.1 COVID** - George (Provincial Standards officer) continues to visit Uxbridge regularly, and will issue fines if the situation arises.
 - **6.2 Tourism** - Julia was unable to attend the latest Tourism Committee meeting due to a schedule conflict. Willie did attend and reported that the BIA has been asked to work together with Tourism on the 2021 Holiday Trail. Willie underlined the position that the BIA be the conduit to pass opportunities along to our businesses, who may take part if they choose. Christina suggested offering financial support of \$1,500 towards the Holiday Trail event to solidify the BIA's position of partnering. Val commented that Tourism requested feedback on the 2020 Holiday Trail, which she provided and is now happy to see reflected in their plans for 2021.

- Motion to support Tourism’s request to partner on the 2021 Holiday Trail and to provide financial support totaling \$1,500 – Trish | 1st - Val | 2nd - Sameer > Approved
- **6.3 Beautification:**
 - Summer baskets** – Christina reported on working with Otter’s Greenhouse to design summer baskets in the theme of white, yellow, lime green and black. Quote to come.
 - Winter baskets** – Christina reported that Pat Higgins provided ribbon samples for her to choose, for inclusion in winter 2021 baskets, and is working with his suppliers to source magnolia leaves in place of berries. Quote to come.
 - Summer watering** – Julia reported that Amanda Ferraro (Director of Parks) confirmed baskets are now being watered twice weekly in September and October, with removal happening sometime in mid-October, before her Parks staff last day of October 29th. As such she will have no one available to hang winter baskets, as she claimed was highlighted last year. While no one recalled receiving that piece of information, Willie suggested he would approach Public Works for this task.
- **6.4 Easter gift card disbursements** – Christina reported on her on-going attempts to fulfill gift card distribution.
- **7.0 DOWNTOWN REVITALIZATION UPDATE**

Judy and her team have spent almost a week collecting interesting feedback from out-of-town visitors to downtown Uxbridge which she will share with the BIA once her report is complete.
- **8.0 NEW WEBSITE UPDATE**
 - **8.1 Launch of new website** – the new url was previously shared so that Board members could peruse the site
 - **8.2 First business to take ‘business spotlight’** – Sameer suggested that a brand new business with little to no existing competition be approached as the first business in the website spotlight. It was agreed that Cycle Sport would be approached
- **9.0 NEW BUSINESS**
 - **9.1 Metal Banners** – Fontasy’s quote was way beyond our budget, and completing our order of 200 pieces would take a decade or more. Willie noticed metal banners installed around Washago so he contacted the Clerk of North Severn, and is awaiting a response. The BIA may consider using vinyl banners in our contest if an affordable metal option cannot be found.
 - **9.2 Uxbridge apparel** – Julia shared her idea of using Durham Tourism’s line of Uxbridge apparel as prizes for future contests. Christina commented that she was disappointed suppliers in each of the communities were not approached to produce them. Willie suggested we file the contact and add Viper as an additional contact.
 - **9.3 and 9.4 Halloween and post-Santa Claus parade events** – after some discussion it was decided that due to our target audience being unvaxxed it would be prudent to put this promotion on hold again this year, and to allocate efforts and funds into the post-Santa Claus parade special event. Christina formed a sub-committee with Trish and Val to come up with ideas.
- **10.0 FINANCE / BUDGET**
 - **10.1 GoDaddy refund** – Julia reported that once the old BIA email box ceases to receive emails (likely within the month), the BIA will be in the position to collect a refund for the unused portion of web-hosting for the remainder of the year – assuming we don’t need the contract to continue to use www.uxbridgebia.com.
- **11.0 BOARD ROUND TABLE** – weddings and turkeys and beaches and pools and family catchups.
- **12.0 ADJOURNMENT** – 8:41 p.m.