



MINUTES - SPECIAL MEETING OF THE UXBRIDGE BIA BOARD OF MANAGEMENT

Thursday April 29th, 2021 7:30 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 during item 6.0

- **1.0 CALL TO ORDER - 7:33 p.m.**
- **2.0 APPROVAL OF DRAFT AGENDA for meeting dated April 29th, 2021**
 - Motion: Christina | First: Willie | Second: Trish > Approved
- **3.0 DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF**
 - None
- **4.0 ADOPTION OF MINUTES**
 - Motion: Christina | First: Trish | Second: Val > Approved
- **5.0 REPORTS AND UPDATES**
 - **5.1 Digital Main Street Program Extension and Expansion**

Willie provided an overview of the program. Julia read the Resolution that was passed by Uxbridge Council on Monday April 26th. Todd clarified that Council is looking for support to create a stronger, unified message i.e. 'The BIA is in support of a Resolution from Council to extend and expand the Digital Main Street Program.'

 - Motion: Christina | First: Alexa | Second: Willie > Approved
 - **5.2 Advertising in the Township's Special Summer Camp Pullout, May 6, 2021**

Todd confirmed that summer camps will be proceeding, either remotely or in-person, dependent on provincial guidelines of course. Julia screen-shared the 'Discover Uxbridge' ad - currently the only go-to ad on file. Christina recommended '#keepyourbuxintheux' be added to the ad. Willie shared his concern that the ad may prove to be illegible when reduced to 1/8-page size. He recommended we simply use our logo with a message of thanks and support.

 - Motion: Christina | First: Alexa | Second: Willie > Approved
- **6.0 – NEW WEBSITE UPDATE**

Christina brought the Board up to speed on the history of various options for Directories that have been offered by eSolutions thus far, and the issues/benefits of each option, i.e. phone-book-style listing vs. Google Businesses vs. KawarthaLakes-style Module. Two quotes are attached for review.

attachment #1	Google Businesses	\$6755
attachment #2	Business Directory Module (like KawarthaLakes)	\$4500

Christina further explained that the design of the module option allows updates via businesses or the BIA website administrator. Willie reminded members that at the time of our last meeting with quorum, we were not in possession of a detailed quote reflecting the 3rd option, so were not able to vote at that time. Alexa appreciated the module option's ability to 'like' businesses, aiding a visitor's ability to plan their trip ahead.

In response to Trish’s query on whether the BIA website was a duplicate of Tourism’s, and her concern the Board may receive complaints of spending BIA dollars on ‘another website’, Willie confirmed that the BIA website directory would feature BIA-only businesses, and the BIA would surely benefit from partnering with Tourism’s various upcoming initiatives. Christina added that perhaps Tourism could consider linking to the BIA website to better showcase BIA businesses. Todd shared his belief that BIA websites are the first place potential tourists search out when planning a trip to a new area – Val concurred.

Sameer belatedly joined the discussion, and after being brought up to speed and asking a few questions, offered his support of the design of the new website but requested the ability to review previous quotes.

➤ Motion: Sameer | Second: Val > Approved

Alexa excused herself to leave the meeting early, at 8:24pm.

- **7.0 OTHER BUSINESS**

- **7.1 New Business in Town:** Willie added an item to the agenda – exciting news that a brand-new business is about to open Friday April 30th! Nelson is opening ‘Cycle Solutions’, a 2nd location beyond his 1st store in the Beach, in the long-empty unit at 26 Brock Street.
- **7.2 Culvert:** work is progressing and expected to be completed by the end of June.

- **8.0 ADJOURNMENT – 8:34 pm**

➤ First: Trish | Second: Willie > Approved

Next Regular BIA Board Meeting: Tuesday, May 18th, 2021.