



MINUTES - MEETING OF THE UXBRIDGE BIA BOARD OF MANAGEMENT

Tuesday, April 6th, 2022 7:00 p.m.

LOCATION: Microsoft Teams, UXBRIDGE, ONTARIO

Attendance: Christina Curry, Todd Snooks, Trish Bush, Sameer Remtulla – 7:36 p.m.

Regrets: Stuart Mulcahy, Willie Popp, Val Little

- **1.0 CALL TO ORDER by the Chair** - 7:04 p.m.
- **2.0 DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF**
 - None
- **3.0 APPROVAL OF DRAFT AGENDA for meeting dated April 6th, 2022**
 - Motion to approve draft agenda: 1st - Trish | 2nd - Todd > Approved
- **4.0 DELEGATION – TOURISM – Lisa John-Mackenzie, Amanda Ferraro**

Lisa screen-shared her report on the details of the 2021 Holiday Trail, interactive windows and Toonie Trail. Her follow-up research showed that impulse buys were way up this year. 21 businesses participated (including 5 restaurants and 5 interactive windows), there were strolling characters borrowed from the SCP (Santa Claus Parade), 40 USS student buskers, the Tourism trailer, a warming firepit, Trolley Tour, 23 volunteers, 6 groups providing entertainment, all within a budget of \$14,300. The program was advertised through the Tourism website (almost 3K hits in December), Globe & Mail insert, a Toronto influencer, local newspapers, radio, online news, social media, and a brochure/map distributed locally. 90% of businesses felt the Holiday Trail helped promote their business and would be interested in taking part in future; 10% were undecided. Feedback received requested more commitment from businesses to remain open through the evening events, more activity focusing on lower Brock St. i.e. serving of hot drinks, and favourable comments on the location of the firepit and Tourism trailer. Year over year figures were as follows:

	2019	2020	2021
Visits based on GPS	153k	140k	160k
Out of town visitors >40km	25k	17k	19k
Economic impact (mil)	1.7	1.2	1.45
- **5.0 ADOPTION OF MINUTES for Meeting dated February 2nd, 2021**
 - Motion to adopt minutes: 1st - Willie | 2nd - Trish > Approved
- **6.0 CORRESPONDENCE**
 - **6.1 Envision Durham-Identifying a Regional Natural Heritage System (Report #2022-P-7)**

Willie suggested this be forwarded to membership via the April Newsletter
 - **6.2 Envision Durham-Growth Management Study-Release of Alternative Land Need Scenarios Assessment Summary Report (Report #2022-INFO-19)**

Willie suggested this be forwarded to membership via the April Newsletter.
 - **6.3 TACC March meeting minutes**

Julia shared the BIA updates that were given to Lisa for the March TAC meeting but unable to be read due to time constraints. Julia will provide Tourism with updates for their April meeting, and request they invite BIA members to take part in the LMM Trail.
 - **6.4 Email – Laura Taylor-Shields, Make Art, Not War**

BIA received Ms. Taylor-Shields communication and wishes her success in her creative endeavours to support the Ukraine.
 - **6.5 Township - Public Meeting re: Cemetery Rd Neighbourhood Study and Official Plan Amendment**

Julia will provide a report on the April 11th meeting at the next Board meeting.

- **7.0 REPORTS AND UPDATES**

- **7.1 COVID** – Christina supports store owners to handle masking as each feels comfortable.
- **7.2 Tourism** – Julia to invite Tourism to attend a BIA Catchup meeting to discuss interest in banners.
- **7.3 Beautification: Banner Design** - Todd shared his inventory findings of existing banner hardware: 90 single and 38 double banner locations. Todd added that there are an additional 87 poles currently with no hardware attached, but that hydro is resistant to installation of hardware on their poles. Julia shared Shear Display’s recommendation of ordering extra banners to allow for damage replacement, bringing the total to 100; she also shared the 15 themes from which the designs could be pulled. Christina confirmed that 6 Pflag banners will be installed in locations at the Toronto/Brock Streets intersection. Christina asked the Board for their position on new vinyl vs/ metal banners: Vinyl was approved by all Board members. Todd suggested Julia look into extending Tracy Walker’s contract as current banners remain in good shape. Christina and Julia to meet with Deb regarding details of the contract with designers.
- **7.4 Tree Lights** – Christina reported that Jesse from Penn & McGuire (P&M) will register an account with the same light manufacturer as our previous supplier, in order to provide us with a continual supply of tree lights. Accessories have been installed and the lighting of 2 trees (Lemonade Stand and former Home Hardware) is now complete.
- **7.5 Brackets / Summer Baskets** – Winter baskets have been removed thanks to a joint effort between Parks and Public Works. Julia to provide coffee and donuts to both groups as a BIA thank you.
- **7.6 Window Cling Proposal with Downtowns of Durham** – Willie reported that he has measured some empty downtown windows, and is awaiting approval from the Clerks Dept to approach the current owner of Rush Photo and Check It Out to access their windows for measurement for window cling. Former florist shop and Coffee Time locations are confirmed.
- **NEW 7.7 BIA Hut** – Christina is meeting with the USS Guidance Counsellor and Art Dept next week regarding a joint project to refurbish the BIA Hut. UPDATE: Julia received an email from USS Tech Head Bob Brown expressing interest in working with the BIA in the fall, and provided him with images and details of the project.

- **8.0 DOWNTOWN REVITALIZATION PROJECT (DRP) UPDATE**

It was reported that Judy has completed all aspects of work tied to the 1st RED Grant. A 2nd RED Grant is forthcoming and she will remain on-hand to continue the work related to that grant. Julia will link the Township DRP page to a Call-To-Action box on the BIA landing page to provide visitors with a reliable update.

- **9.0 NEW WEBSITE UPDATE**

- **9.1 Site Update** - Julia updated the board on the creation of new Call-To-Action (CTAs) boxes on the landing page. As there are space for up to 5 boxes, Christina suggested including a link to the Tourism site, as well as Springtide and Huck Finn events.
- **9.2 Chrismar Maps** – Julia screen-shared the revised Chrismar map quote and explained the reasoning behind which includes 1 large map of the full zone, plus two close-up maps of both north and south ends of the BIA zone. These closeups would offer the ability to print off details which would be of use by trail-users and event visitors.
 - Motion to approve quote #0019083: 1st - Trish | 2nd - Sameer > Approved
- **9.3 Shut Down Old Email Address** – Julia explained the steps she took to ensure the capture of all emails/contacts and to update our received email blasts from other parties. Julia shared that the BIA Facebook account is linked to our old email address – Christina offered to log in and update the contact. Julia to meet with Christina to go over all social media accounts. Willie confirmed the old email could be shut down. Julia also shared an update from Ben Kester, manager of cell phone accounts with the Township, that the BIA cell phone is due for an upgrade. Julia will research related costs with Deb.

- **10.0 OTHER BUSINESS**

- **10.1 AGM** – Julia reported that the Township is currently awaiting access to the Council Chambers (in use for an extended period) to have new hybrid meeting technology installed. This technology, if compatible with eScribe (current technology used for broadcasting virtually), could be used for the BIA AGM. Deb will know by the 1st week of May.
- Christina is unavailable until after Mother’s Day but would like to ensure the AGM is held prior to June 15th. Christina also shared that Pflag wishes to delegate at the AGM re: LBGTQ window cling on business windows and doors. Other topics to be discussed at the AGM are:
 - New website
 - Succession
 - New Banners
 - Tourism and the Holiday Trail
 - Budget
 - Becoming involved
- **10.2 Apres Trail Pilot** – Julia received a status update: Heather has asked for designs to be provided by April 18, with training of small groups beginning the following week.
- **10.3 New Business Welcome** – Christina welcomed new business owner Todd Miller of The Podcast Experts.
- **10.4 Huck Finn Event** – Julia spoke of the events being offered across the 3 weekends (April 30 – May 14) of the 2022 Huck Finn event. Christina suggested preparing 100 bags of gummy fish/sharks as giveaways – 25 of which would hold prizes for kids. Julia and Christina will work on the giveaways.
 - Motion to spend \$200 on the giveaways: 1st - Sameer | 2nd - Trish > ApprovedApril 30 – Trish and Christina will attend the BIA table.
May 7 and 14 – Julia has entered dates into the Board’s calendars as tentative; Directors will commit to those dates that work with their schedule. Christina will provide a table and cloth. Todd has found a poster from previous year’s advertising. Julia will provide a tent.

- **11.0 FINANCE / BUDGET**

Julia reported a recent redemption of \$850 of Ux Bucks to Getaway Travel going back to 2016. In researching, Julia found a second tab tracking all Ux Bucks from 2016 to 2017, bringing the revised outstanding total to \$2,367 which is up from the previously tallied \$500 (for 2019 to 2020 Ux Bucks). Julia has revised the budget to reflect the new increase.

- **12.0 BOARD ROUND TABLE**

- **13.0 ADJOURNMENT** - Motion to adjourn at 9:24 p.m.

Next BIA Board Meeting: *Wednesday, May 4, 2022*