



MINUTES - MEETING OF THE UXBRIDGE BIA BOARD OF MANAGEMENT

Tuesday February 2nd, 2022 7:00 p.m.

LOCATION: Microsoft Teams, UXBRIDGE, ONTARIO

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

Regrets: Val Little

- **1.0 CALL TO ORDER by the Chair** - 7:08 p.m.
- **2.0 APPROVAL OF DRAFT AGENDA for meeting dated February 2nd, 2022**
 - Motion to approve draft agenda: 1st- Trish | 2nd - Willie > Approved
- **3.0 DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF**
 - None
- **4.0 ADOPTION OF MINUTES for Meeting dated January 18th, 2021**
 - Motion to adopt minutes: 1st- Todd | 2nd- Trish > Approved
- **5.0 CORRESPONDENCE** - none
- **6.0 DELEGATIONS:**
 - **6.1 Heather Gayman, Project Lead of Permit Parking for Fields of Uxbridge and Trailheads**

Heather reported that trail usage was tracked within the targeted area of Concession 6 to Lake Ridge Rd., and Goodwood Rd. to Uxbridge-Pickering Townline from June through October of 2021. +/- 162,000 visitors or +/- 70,000 cars visited the trails. Through the PAiY app, the Township wishes to earn revenue from out-of-town visitors, to be applied to trail infrastructure and expansion; a combination of steering and advisory committees would direct the use of funds. The PAiY app is able to provide an opportunity for local businesses to promote themselves/target offers to trail users. Heather walked the Board through the creation of promotions by local businesses. Heather wishes to invite BIA member retailers and eateries to take part in the 'Apres Trail' 3-month pilot program spanning July-September of 2022, to allow businesses to gauge interest in running tailored promotions to trail users.

 - Motion to support Heather with PAiY and communicate this opportunity for participation to our member businesses: 1st - Stu | 2nd - Sameer > Approved
 - **6.2 Judy Risebrough, Project Manager for Downtown Revitalization**

Judy presented survey results collected over the course of several months last year, all geared to the success of existing and future businesses, and building partnerships with Tourism. Details are provided in the attached PowerPoint presentation. Willie and Judy spoke to the necessity of not rushing the process, so that the required by-laws and other controls are in place in order to best direct the future of the downtown, i.e. removal of heavy truck use, protection of heritage buildings and promotion of Centennial Park to its best use.
- **7.0 REPORTS AND UPDATES**
 - **7.1 COVID** – Christina reported that we have now progressed closer to reopening; as of January 31, 2022 indoor dining is again allowed, along with increased capacity at other types of locations.
 - **7.2 Tourism/Holiday Trail** – Lisa postponed her report in order to complete multiple grants due soon.
 - **7.3 Beautification:**
 - **Metal Banners** – Willie announced that a quote was received for new metal and vinyl banners but due to the cost it will go to Tender. It must be ensured that existing hardware can be utilized so that other organizations who share the poles with their banners will continue to be able to do so without them incurring additional costs. Christina wondered at the consideration of having 1 metal banner remain installed with vinyl banners interchangeable. Julia will work with Clerk Deb Leroux on preparation of the Tender.

Summer Baskets – Christina reported that plantings for summer baskets have been ordered and planted. Christina also shared that she noticed this season that some winter baskets hung so low that they were damaged by tall snow piles. The Board must consider whether to raise brackets (but within reach for summer watering) or replace hardware. Julia will contact Bill Rynard (Town PW Dept.) to discuss hardware ownership and issues.

- **7.4 Tree Lights** – After much discussion with Illuminations, Julia was provided a quote for a minimum order of 20 strings. Further to Julia and Todd suggesting that many trees have grown since initial decoration, and additional strings may be required to decorate new growth, Christina agreed and felt that re-stringing of existing lights might solve the problem. Christina will contact Penn & McGuire (P&M) to discuss creative redistribution of lights. Julia will search files for the tree map.

- Motion to approve purchase of 20 strands of lights by Julia, book P&M to install 10 on 2 largest trees and store remaining 10 strands for future need: 1st - Sameer | 2nd - Stu > Approved

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

See delegation 6.2 above

- **9.0 NEW WEBSITE UPDATE**

- **9.1 Winter photography** – Julia screenshared photos recently received by John Cavers and discussed the need for specific shots for the website. Christina will contact John to request specific shots.
- **9.2 Website maps** – Julia shared 2 quotes received to create maps for the website, reflecting quite a range in cost. Julia will contact a third business – Chrismar Maps – to gather an additional quote prior to the next Board meeting.
- **9.3 Trish bio** – Trish will complete her bio by the week of February 7th.

- **10.0 NEW BUSINESS**

- **AGM** – The last AGM was held at the Second Wedge in 2020, due to COVID restrictions. Christina asked the Board for feedback on holding this year’s AGM (mandated to be held by April) either virtually or in person. Attendance is expected to be the usual amount - roughly 30% or maximum 75 attendees. Sameer suggested using the Music Hall or Arena Community Centre. Todd offered to check with Karen Ryl re: availability of those locations plus limits to attendance. Christina suggested perhaps a hybrid of in-person with a virtual option. Julia has gathered reference materials from the OBIAA regarding holding a virtual AGM that she shared with Christina and Todd.

- **11.0 FINANCE / BUDGET**

- **2021 Final Budget** – will be ready for Board approval in April.

- **12.0 BOARD ROUND TABLE**

- **13.0 ADJOURNMENT**

- Motion to adjourn at 9:25 p.m.

Next BIA Board Meeting: *Wednesday, March 2, 2022*