



MINUTES - MEETING OF THE UXBRIDGE BIA BOARD OF MANAGEMENT

Tuesday January 18th, 2022 7:00 p.m.

LOCATION: Microsoft Teams, UXBRIDGE, ONTARIO

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

- **1.0 CALL TO ORDER by the Chair** - 7:05 p.m.
- **2.0 APPROVAL OF DRAFT AGENDA for meeting dated January 18th, 2022**
 - 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 November 16th, 2021**
 - Motion to adopt minutes: 1st - Val | 2nd - Trish > Approved
- **5.0 CORRESPONDENCE**
 - **5.1 Council Motion** – Christina expressed thanks to the Council in all aspects of assistance, including offering patio extensions, through the pandemic.
 - Motion to provide a response to Council: 1st– Willie | 2nd– Val
 - **5.2 Durham Region Bylaw** – Willie and Todd explained that this Regional By-law and associated increase in development charges applies most specifically to those business owners looking to undertake extensive renovations in the future. Julia will share this information in the next newsletter to members.
 - **5.3 Geocache email** – Christina will contact Shawn Hermans to see what benefits promotion of geocaching could bring to BIA members, end explore possible collaboration with Tourism and Trails committees.
- **6.0 REPORTS AND UPDATES**
 - **6.1 COVID** – Christina reported that provincial officers visited various businesses last week and issued more tickets. Christina reaffirmed that rapid tests are available through Scugog Chamber of Commerce for those member businesses interested.
 - **6.2 Tourism/Holiday Trail** – Lisa postponed her report in order to complete multiple grants due soon.
 - **6.3 Beautification:**
 - Metal Banners** – Willie shared his struggles in receiving a response from a local metal banner supplier, but will reach out one last time this week.
 - **6.4 Santa Claus Parade** – Willie and Christina shared the successes of the 2021 Santa Claus Parade. Crowds were plentiful, Batman was a hit with all ages, and the Committee plans on '22 being bigger and better thanks to grant funds. Various BIA businesses reported seeing no increase in traffic despite such large crowds – highlighting an area of improvement for next event.
- **7.0 DOWNTOWN REVITALIZATION PROJECT (DRP) UPDATE**

The DRP is evaluating survey results and preparing a presentation to Council in upcoming weeks. Willie shared fresh details on multiple budget items that were discussed in Budget Presentations earlier today that if approved, will provide levy funds to DRP of 1% or \$150K.
- **8.0 NEW WEBSITE UPDATE**
 - **8.1 Landing Page** – Julia confirmed that edits to the backend of the landing page have recently been completed by the website vendor; work will now begin to redesign the bottom of the page to enhance usability.
 - **Business Members Directory** – Julia reported that a few dozen businesses are now setup within the Directory; however, images are missing on many which unfortunately lends their page to look incomplete. Julia will continue the push to inform and provide direction to set up more businesses.
 - **John Cavers photography** – Julia has hired John to take winter shots of the BIA zone.

- **9.0 NEW BUSINESS**

- **9.1 New meeting day/time** – discussion followed on the merits of holding monthly meetings early in the month, to ensure progress continues throughout the month on actionable items. Monthly meetings will now occur on the **1st Wednesday of each month**.
- **9.2 Banner requests** – Christina shared that the BIA has received requests by local groups to display banners within the BIA zone. Poles and hardware are owned by the Township; responsibility for managing banners is held by the BIA as per our Memorandum of Understanding. The Board feels that banners are to be used for fulfilling our mandate of beautification, rather than promotion or advertising. After reviewing the schedule, it was apparent that the banner schedule is full based on existing usage, notwithstanding upcoming events that may return post-pandemic. Expenses related to install and take-down of existing banners (apart from Wreaths, Winter and BIA banners) are currently the responsibility of the Township or Committee. Members agreed that a banner policy is required to clarify parameters. Christina suggested the By-law be revised to reflect changes to the BIA Banner policy.
 - Motion for Executive team to create a banner policy for submission to Council:
1st - Trish | 2nd – Stu > Approved
- **9.3 Tree Lights on Brock Street** – Christina explained ongoing issues caused by multiple tree lights requiring replacement or installation. Two small trees on lower Brock had missed the initial install due to their proximity to Culvert construction. With that work complete, Todd and Julia installed lighting on those trees this winter. Additionally two of the largest trees, it was discovered, have had their lighting strings cut likely by tree maintenance. In an effort to keep costs down Julia purchased strings from Canadian Tire, but upon installation realized they were unsuitable as multiple lines could not be connected. Julia is in contact with the original lighting contractor to purchase more lights. In the meantime, Julia noticed that existing lit trees have grown substantially and the top 50% is no longer lit. Julia proposed purchasing additional lengths to connect to existing strings in order to have fully lit trees. Questions arose as to whether upcoming DRP improvements would affect tree lighting and negate this effort. Julia will work to have 2 trees fully lit at the earliest opportunity.

- **10.0 FINANCE / BUDGET**

- **10.1 2021 invoice submission deadline** – Christina reiterated to all Board members the requirement to submit all final 2021 invoices by the Treasury deadline of Friday, January 21, 2022.
- **10.2 November 2021 budget update** – Julia will check with Treasury on completion date of 2021 final budget numbers, for presentation to an upcoming Board meeting for approval.

- **11.0 BOARD ROUND TABLE**

- **12.0 ADJOURNMENT**

- Motion to adjourn at 8:44 p.m.:
1st - | 2nd –

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