



**MINUTES - MEETING OF THE UXBRIDGE BIA BOARD OF MANAGEMENT - REVISED**

**Tuesday, October 4<sup>th</sup>, 2022 7:00 p.m.**

**LOCATION: Microsoft Teams, UXBRIDGE, ONTARIO**

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

- **1.0 CALL TO ORDER by the Chair - 7:18 p.m.**
- 2.0 DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF – none**
- **3.0 APPROVAL OF AGENDA for meeting dated October 4<sup>th</sup>, 2022**
  - Motion to approve agenda: Trish                      2<sup>nd</sup>: Sameer
- **4.0 DELEGATION – none**
- **5.0 ADOPTION OF MINUTES for Meeting dated September 7<sup>th</sup>, 2022**
  - Motion to adopt minutes: Trish                      2<sup>nd</sup>: Willie
- **6.0 CORRESPONDENCE**
  - **6.1 Norm Macpherson – Top Shot hockey/skating events**
    - Tabled to first meeting of new Board in 2022-2026 term: Willie      2<sup>nd</sup>: Todd
- **7.0 REPORTS AND UPDATES**
  - **Parkette, Murals, Recruitment and Town Trolley** – Christina shared the designs for 2 2-sided ads created to promote BIA on the side of the Town Trolley; Julia confirmed final approval provided to ensure the ads would be in use for the coming weekend. Todd updated the status of the Parkette – all improvements are moving ahead as scheduled. Christina reported on Murals that AVEC and the Chair of the Studio Tour had been approached to provide recommendations on materials and artists, to create 3 boards for the Brock St Parkette. Recruitment direction has since changed to not hire an additional staffer at this late date, which in turn will free up funds to use on other projects.
  - **7.2 Baskets** – Julia reported that Vandermeer Nursery is booked with ongoing fundraising projects to take on BIA winter and spring planters. Willie suggested the BIA partner with Parks to coordinate ordering all plant material, and charge back to BIA. Julia reported the details of 2 wholesale suppliers of 24" black wrought iron/coco fibre mat baskets to replace existing basket hardware, and was requested to follow up with full costs including duty.
    - Purchase of spring baskets tabled to first meeting of new Board in 2022-2026 term:  
Christina                      2nd: ToddChristina shared three winter basket options from Canadian Tire; discussion ensued on the toll winter weather takes on greenery each year. Christina recommended that the new Board consider other options to winter greenery for next year.
    - Motion to purchase upgraded winter baskets from Canadian Tire for winter 2022-23:  
Sameer                      2nd: Val
  - **7.3 Tourism** – Julia shared details of two seasonal advertising opportunities with local (Times/Journal-owned by Star Metroland Media) and national (Globe and Mail) newspapers. Discussion covered the benefits experienced by local businesses on being profiled by recent newspapers. While CCT gains buying power with the Globe and Mail, members questioned whether the BIA could consider advertising with the Toronto Star. Julia will research this option with her contact at Star Metroland Media.
    - Motion to enter into a ¼ page ad agreement with Tourism for December 2022 issue of North Durham Holiday Guide: Todd                      2nd: Val

- **8.0 DOWNTOWN REVITALIZATION PROJECT (DRP) UPDATE** – no news to report
- **9.0 WEBSITE UPDATE** - Julia reported on changes and updates to the website over the past month, as well as updates/notices to come
- **10.0 OTHER BUSINESS**
  - **10.1 Halloween event** – Christina confirmed the Town Trolley will be decorated for Spooky Saturday. Willie offered to pickup candy next week – Julia will arrange timing with Zehrs and Walmart. Christina noted how well done the YDHR selfie spot was and suggested we partner with them instead of creating our own. Willie recommended the BIA offer to promote YDHR on our trick-or-treat map in exchange for promoting the downtown shops to riders. Julia will research parking in the Train Station neighbourhood re: Town Trolley stop, and will provide a supply of maps to YDHR
  - **10.2 Hello Card** – The Board is awaiting additional feedback from Kristi Honey, CAO who is currently vetting the program.
  - **10.3 Rotary Christmas Market** – Christina shared that many downtown businesses are already taking part in the Market; she will explore cross promotion opportunities.
  - **10.4 Welcome New Businesses** – Little Thief Bakery is hoping to be open by November
  - **10.5 BIA Members lunch** – Willie shared the first lunch seemed well attended. Christina will follow up with Alexa on feedback.
- **11.0 FINANCE / BUDGET**
  - **11.1 Shear Display Contract** – Julia provided explanations for the lower banner count (May storm loss) and lower discount over last year (increased costs).
    - Motion to accept the Shear Display Agreement: Willie 2<sup>nd</sup>: Sameer
  - **11.2 Quarterly Report ending August 31, 2022**
    - Motion to receive and accept the quarterly report ending August 31: Willie 2<sup>nd</sup>: Todd
  - **11.3 Revised Audit Fees** – Julia screen-shared Treasurer Donna Condon’s email reporting a substantial (164%) increase in BIA audit fees for 2022 through 2026. This increase was reportedly a result of having been subsidized by the Township. The Board questioned the unjustified rate increase considering the BIA’s uncomplicated audit. Julia will request further details on subsidies and justification of forecast rates.
  - **11.4 Additional CCT Funds** – Willie suggested that a tighter balance total be provided to the Board, as well as quotes on the mural and other initiatives before the Board moves forward with suggestions on spending.
- **12.0 BOARD ROUND TABLE**
- **13.0 ADJOURNMENT** - Motion to adjourn at 9:07 p.m.

***LAST BIA Board Meeting of current term: Wednesday, November 2<sup>nd</sup>, 2022***