



MINUTES - MEETING OF THE UXBRIDGE BIA BOARD OF MANAGEMENT

Thursday, August 31st, 2023 7:00 p.m.

LOCATION: Municipal offices Boardroom / Microsoft Teams

Attendance: Willie Popp, Todd Snooks, Zed Pickering, Joanne Richter, Sierra Miller, Valerie Little, Lisa Ritchie, Yiyuan Wang, Dana Middleton

Guests:

Regrets: Lee Hawn

1.0 CALL TO ORDER by Chair, Joanne Richter – 7:00 p.m.

2.0 DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF – none.

3.0 APPROVAL OF AGENDA for meeting dated Aug. 31st, 2023

- Motion to approve agenda: Willie 2nd: Todd

4.0 ADOPTION OF MINUTES for Meeting dated Aug. 31st, 2023

- Motion to approve minutes: Zed 2nd: Valerie

5.0 DELEGATIONS – none.

6.0 BOARD BUSINESS –

- **6.1 Welcome new board members** – Lisa introduced herself to the board.
- **6.2 “What Do We Want the BIA Board to Be” Brainstorm** – Board members shared their opinions, perceptions and what they wish to see the BIA become. The main takeaways included:
 - The need to clear up the confusion and spread awareness surrounding what the BIA is, how it operates, and what it can do for businesses.
 - Expansion of BIA social media presence.
 - Expansion and elevation of community events.
 - Fostering greater connections with tourism and central counties.
 - Increasing collaboration with businesses, in particular, ensuring they are aware they pay into the BIA, and we are here to use the money the way they see fit.
 - Determining the best ways to attract customers.
- **6.3 Job opening discussion** – Joanne explained her interest in transitioning the BIA staff member into a full-time position. All board members agree there is a need for a full-time staff member.
 - Motion to delegate to hiring committee to work with the Treasury Department on the expansion of contract and compensation options. Current part-time to be extended for an additional 2 months: Lisa 2nd Valerie
 - **Action Item:** Sierra to reach out to Treasury on compensation options for full-time role.
- **6.4 Spooky Saturday Brainstorm** – Sierra explained Spooky Saturday. Willie committed to help acquire candy.
 - Motion to continue work toward Spooky Saturday event: Willie 2nd: Zed

- **Action item:** Sierra to continue developing event plan and materials for Spooky Saturday event.

7.0 CORRESPONDENCE –

- **7.1 Feargrounds – Dinner and a Scare** – Sierra explained the Feargrounds Dinner and Scare event and suggested promotion in September Newsletter. Board members to spread the word and direct interested individuals to contact Karen at Feargrounds.

8.0 REPORTS AND UPDATES –

- **8.1 MOU and Watering Budget** – Sierra presented revised MOU and suggested board members send any edits via email. Board to review and discuss further next meeting.
 - Motion to table item until next meeting: Willie 2nd: Zed
 - **Action item:** board members to send any edits to Sierra Miller regarding MOU.
- **8.2 Banner Inventory & Next Steps** – Sierra provided updates on pricing and material options. Willie presented a picture of mental banner design. Joanne suggested we utilize one design to ensure consistency. Dana presented a question regarding banner sponsorships as outlined in MOU. Banner sub-committee established, comprised of Dana, Joanne, Lisa and Sierra.
 - **Action Item:** Sierra to reference banner policy in relation to banner sponsorships.
- **8.3 Downtown Revitalization Update** – None.
- **8.4 Website updates** – Sierra in the process of revising various webpages that are out of date.

9.0 OTHER BUSINESS –

- **9.1 Holiday Trail Update** – Sierra explained ideas for how the BIA can support holiday trail. Sierra and Zed to meet with Sarah to gather time sensitive information and key dates.
 - **Action Item:** Sierra set up meeting time for Sierra, Zed and Sarah.
- **9.2 Santa Claus Update** – Willie and Sierra provided update on Santa Claus Parade. The board agreed to support the parade financially with allocated \$1,500 and to discuss the idea of a float at the next meeting.
 - Motion to continue to support of Santa Claus Parade and Christmas Promotion:
Todd 2nd: Zed
- **9.3 Small Business Week** – Sierra explained Small Business Week was approaching in October and suggested the BIA promote the Business Toolkit materials on social media as a way to recognize the event. Todd inquired if it would be appropriate to promote CIP materials. Willie mentioned before promotion of CIP, remaining funds must be determined.
 - **Action Item:** Sierra to investigate if there is enough CIP funding left to promote the program.

10.0 FINANCE / BUDGET

- **10.1 Quarterly Budget Review** – Sierra shared the quarterly budget.
- **10.2 BIA Levy Discussion** – Joanne brought forth the idea of raising the BIA budget. Willie explained there were previous plans to do so. Sierra shared information received from Sue the Tax Collector on options available on raising the levy. The board agreed to wait for the costs of full-time staff member before determining a new levy amount.
- **10.3 Purchasing additional baskets from Equinox** – Sierra discussed the purchasing of additional baskets from Equinox. Joanne mentioned there are baskets that could be moved to fill missing spots rather than purchasing additional ones. Board discussed the need to establish a plan,

particularly in relation to winter baskets/décor. Todd suggested we use Equinox credit to purchase winter décor instead of doing winter baskets.

- **Action Item:** Sierra to acquire 2019 Basket Audit from Julia.
- **Action Item:** Sierra to look at finances and determine how much we can allocate toward purchasing winter décor rather than winter baskets.

11.0 BOARD ROUND TABLE – Valerie agreed to chair the next meeting in Joanne’s absence.

- Motion to make Valerie Vice Chair of BIA Board: Todd 2nd: Valerie

12.0 ADJOURNMENT – Meeting adjourned at 9:04 p.m.

Next meeting: Sept. 28th @ 7:00 p.m.