



MINUTES - MEETING OF THE UXBRIDGE BIA BOARD OF MANAGEMENT

Monday, June 26th, 2023 7:00 p.m.

LOCATION: Municipal offices Boardroom / Microsoft Teams

Attendance: Willie Popp, Todd Snooks, Zed Pickering, Joanne Richter, Sabrina Leeder, John Milne (excused himself at 7:20 p.m.-returned at 8:15 p.m.)
Guests: Lisa Ritchie, CPA
Regrets: Abby Swagath, Val Little

- **1.0 CALL TO ORDER** by interim Chair, Julia Shipcott – 7:04 p.m.
- **2.0 DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF** – none
- **3.0 APPROVAL OF AGENDA** for meeting dated June 26th, 2023
 - Motion to approve agenda: Willie 2nd: Todd
- **4.0 ADOPTION OF MINUTES** for Meeting dated May 23rd, 2023
 - Motion to approve minutes: Zed 2nd: Sabrina
- **5.0 DELEGATION**
 - **5.1 Karen Mortfield, Tall Trees Events** – Ms. Mortfield explained that herself along with partner Eric wish to bring ‘Feargrounds’ a 12+ aged event to the Tribbling farm, located on Concession 6 each Friday night and Saturday night in October. Tickets will be sold online in timed increments, and security and medical treatment will be provided on site. Ms. Mortfield is eager to cross-promote with the BIA, Tourism, and the Town Trolley to offer promotions to guide visitors to the downtown area. In addition, she can provide ‘haunted doll house’ models for setup in various storefronts as a tie-in to ‘Feargrounds’.
 - Motion to work with the Events sub-committee and Tall Trees Events to benefit both groups on the ‘Feargrounds’ event: Todd 2nd : Zed
 - **5.2 Sarah Godbout, Uxbridge Tourism** – Sarah introduced herself and spoke of her interest in working with the BIA to promote and build on future planned events. Sarah shared the plans of the Holiday Trail working group, namely window displays, performers, events in Centennial Park, closure to vehicular traffic of lower Brock St., UHC events and a fire/warming feature. Julia will provide Sarah with last year’s Holiday Trail feedback.
- **6.0 NEW BOARD APPOINTMENTS**
 - **6.1 Code of Conduct forms** – Julia requested that any Directors who had not completed a form as yet to please do so and return it to her by the end of the week.
 - **6.2 Resignation of Todd Miller** – Joanne explained that Todd’s move out of the BIA zone precluded his resignation. Lisa Ritchie (in attendance) was invited to join the BIA Board of Directors. Joanne suggested that member businesses be allowed to take positions on sub-committees even if they do not become Directors. Julia suggested this year’s AGM be used to create a buzz to entice member businesses to join as Directors. Zed suggested holding an open house at the Second Wedge and inviting group members to learn about the BIA .
 - **6.3 BIA representation on TAC** – Joanne expressed interest in joining TAC meetings when time allows but invited other Directors to also attend. Zed agreed to attending.
 - **6.4 Procurement By-law** – Willie explained the hierarchy of approval for BIA procurement.
 - Motion to accept the Procurement By-law for information: Willie 2nd: Todd

- **6.5 New Membership Coordinator** – Joanne explained that Julia has held a part-time role; as she is moving into Clerk’s Dept full-time, a replacement is required. Clerk Debbie Leroux had proposed two options to Joanne: advertise for a new part-time staffer, or utilize Sierra Miller for a short-term contract. Joanne suggested the BIA offer Sierra a short-term contract while a sub-committee creates a job description for a new role and reconsiders the role being full-time vs part-time.
- **7.0 CORRESPONDENCE** – Region of Durham – New Regional Development Charges By-law; Amendments to GO Transit, Regional Transit Development Charges By-Laws
 - Motion to accept the aforementioned correspondence for information:
Willie 2nd: Zed
- **8.0 REPORTS AND UPDATES**
 - **8.1 Baskets and Brackets update** – Julia reported that 75 baskets and brackets were purchased last fall as the purchase had to remain within a budget of \$10,000. However, the BIA Zone is short 15 baskets and brackets to replace the full complement of baskets previously installed. Julia requested approval to purchase the balance of 15 baskets and brackets from Equinox. Due to lack of quorum, this item was tabled.
 - **8.2 Brock St. Parkette update**– Joanne shared images of the recently installed bike repair stand and planters installed at the Brock St. Parkette. Discussion covered recent damage inflicted on new picnic benches and the use of increased lighting to dissuade vandalism.
 - **8.3 DR Welcome Wagon** – Julia followed up on queries of whether there was a method of gathering details on which businesses intend on opening within the BIA. Julia confirmed that Glenn Macfarlane of DR confirmed a plan by DR to develop a Business Welcome Wagon for North Durham, as outlined within the 0223-2027 Growing North Durham Rural Economic Development Action Plan. Julia shared this document with the Directors.
- **9.0 DOWNTOWN REVITALIZATION PROJECT (DRP) UPDATE** – Willie spoke to a parking report currently underway, working with the Region regarding trucks in the downtown core, and Active Transportation and cycling. Willie shared that current planning applications within the downtown core may be viewed on the Township website at <https://www.uxbridge.ca/en/business-and-development/current-planning-applications.aspx>. Willie confirmed that the downtown core has height restrictions for new buildings, and that DRP advises on benches, street furniture, sidewalk widths, etc.
- **10.0 WEBSITE UPDATE**
 - **10.1 Board of Directors update** - Julia reported that Director images have been updated on the web.
 - **10.2 Springtide 2023 Trailer** - Julia shared a trailer created of the 2023 Springtide event, which she will post to the website.
- **11.0 OTHER BUSINESS**
 - **11.1 USS 100th Anniversary event/Springtide/Lanyards/All-Committee Open House** – Julia shared positive feedback received about recent events, and confirmed all Pride lanyards had been distributed – they were a hot commodity!
 - **11.2 Book Drunkard event** – Julia shared the possibility of the BIA building on this upcoming event. Joanne will invite Shelley (Blue Heron Books) to speak with the BIA about her event.
 - **11.3 Welcome New Businesses** - Willie shared his experience of the grand opening of 2 Victoria Dr.

- **12.0 FINANCE / BUDGET**
 - **12.1 Social Media management** – Julia shared a quote from Take Root Creative on monthly social media management that they provided unsolicited – the Board decided not to move forward with the offer.
 - **12.2 Quarterly Budget** – Julia shared the quarterly budget.
 - **12.3 Final Financial Statement** –
 - Motion to receive Final Financial Statement for information: Willie Popp 2nd : Todd
 - **12.4 Reimbursement offer from Equinox** – Julia shared that Equinox has offered to provide an \$1,875 credit toward the cost of the BIA hiring Shear Display to rig 25 hydro poles with triple steel banding in order to be able to utilize the brackets provided (and assured of their fitting hydro poles prior to purchase). Willie recommend we utilize that credit toward the purchase of additional baskets and brackets to move toward completion of the beautification of the full BIA zone.
- **13.0 BOARD ROUND TABLE** – John requested the monthly meeting move from Monday nights, as a conflict has arisen for him. Julia will generate another doodle poll to Directors.
- **14.0 ADJOURNMENT** - Motion to adjourn at 8:57 p.m.

Next meeting: Monday, July 31, 2023 @ 7pm, **hybrid** – virtual and Boardroom of Town offices.