



## MINUTES - MEETING OF THE UXBRIDGE BIA BOARD OF MANAGEMENT

Thursday, Feb. 22nd, 2024 7:00 p.m.

LOCATION: Municipal Offices Boardroom / Microsoft Teams

**Attendance:** Joanne Richter, Lee Hawn, Lisa Ritchie, Sierra Miller, Willie Popp, Zed Pickering, Valerie Little, Todd Snooks

**Guests:** Blair Trotter, John Hrehoruk, Melanie Witfield, Kurtis McAleer

**Regrets:** Yiyuan Wang, Dana Middleton

**1.0 CALL TO ORDER** by Chair, Joanne Richter – 7:06 p.m.

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

**3.0 APPROVAL OF AGENDA** for meeting dated Feb. 22nd, 2024 –

- Motion to approve the agenda: Willie 2nd: Lisa

**4.0 ADOPTION OF MINUTES** for meeting dated Jan 25th and Feb. 13th 2024 –

- Motion to adopt minutes: Lee 2<sup>nd</sup>: Willie

### 5.0 DELEGATIONS

**5.1 Blair Trotter & John Hrehoruk: Autofest** – Blair and John provided an overview of the Autofest event taking place in Elgin Park on August 24<sup>th</sup> and 25<sup>th</sup>. They went on to discuss opportunities for businesses to get involved with the event such as becoming a vendor or sponsor for the event. Joanne inquired if the BIA hut could be placed somewhere in Elgin Park during the event, Blair and John agreed. The board agreed to support the event by sharing information to BIA businesses as it becomes available.

**5.2 Melanie Whitfield – Lucy Maud 150<sup>th</sup> & BIA Events** – Melanie shared an overview of various events planned to celebrate Lucy Maud Montgomery's 150<sup>th</sup> birthday and shared ways the BIA's Easter event could pay tribute to this year-long event, such as inviting Jen Carol to dress up as Lucy and attend the event. The board also discussed providing support for this event via a letter of support.

- Motion to approve letter of support for LMM 150: Lisa, 2nd: Lee
- Motion to agree in principle to tie in Lucy Maud into Easter event: Zed, 2<sup>nd</sup>: Lee

### 6.0 BOARD BUSINESS –

**6.1 Easter Event** – Sierra provided update on Easter event. 16 businesses registered so far with more promotion going out for registration next week. The board agreed to select winners for the colouring contest by judging quality based on age categories. The date for judgement is to be determined. Zed suggested each business participating as a pick-up/drop-off location be numbered so we can collect data on how many people visited each business. The board confirmed the easter bunny will be in attendance for photos during the event. The rest of the details for the Easter event to be discussed offline by sub-

committee.

- **Action Item:** Sierra will continue promoting the event and releasing more information as it is confirmed.

**6.2 Spring Cleaning** – Joanne spoke on the need to focus efforts to better clean the downtown and inquired how the BIA can drive this action. The board also spoke about the lack of compliance with the sign by-law and ways the BIA can help improve this issue. It was suggested that the BIA send a letter to council regarding this matter.

- **Action Item:** Sierra to research cleanliness programs/ messaging other BIAs may utilize.
- Motion to draft a letter to Council addressing concerns surrounding signage in the BIA area as it relates to the sign by-law: Lee, 2<sup>nd</sup>: Lisa

**6.3 Winter Decorations** – Sierra mentioned to the board to begin thinking of ideas for new winter décor.

- Action Item: Sierra to send message to board members to bring forward any suggestions regarding decorations to be discussed at an upcoming meeting.

## **7.0 CORRESPONDENCE –**

**7.1 Ron Gutterman, The Party Magician – Entertainment Proposal** – Sierra presented this email correspondence to the board and it was received for information.

**7.2 Central Counties Tourism – 2024 Tourism Symposium** – Sierra presented this email correspondence to the board and it was received for information.

## **8.0 REPORTS AND UPDATES –**

**8.1 Downtown as a Destination** – Kurtis provided an update on downtown marketing progress, including developments surrounding the yearly event tracker and the marketing plan.

## **9.0 OTHER BUSINESS –**

**9.1 Community Activator Program** – Sierra provided an update on this funding opportunity and mentioned she would be providing more information via email. Sierra will be attending an information session on this on March 1<sup>st</sup> and encouraged board members to pass along any questions they may have on this program to her before March 1<sup>st</sup>.

**10.0 FINANCE / BUDGET** – Joanne flagged that the OBIAA tickets were approximately \$200 over budget.

**11.0 NEW BUSINESS** – The board discussed opportunities to host an event in conjunction with Autofest. Kurtis mentioned developing plans on this and offered to provide a presentation on potential event ideas at the next meeting.

**12.0 BOARD ROUND TABLE** – board members shared updates.

**13.0 ADJOURNMENT** – motion to adjourn at 8:59p.m.

Next meeting: March 28th, 2024 @ 7:00p.m