



MINUTES - MEETING OF THE UXBRIDGE BIA BOARD OF MANAGEMENT

Thursday, Jan. 25th, 2024 7:00 p.m.

LOCATION: Municipal Offices Boardroom / Microsoft Teams

Attendance: Dana Middleton, Joanne Richter, Lee Hawn, Lisa Ritchie, Sierra Miller, Willie Popp, Zed Pickering
Guests: Kurtis McAleer
Regrets: Yiyuan Wang, Valerie Little, Todd Snooks

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

2.0 DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF –

- Zed declared a pecuniary interest on item 9.2: Patio Policy and removed himself from the conversation when discussion commenced.

3.0 APPROVAL OF AGENDA for meeting dated Jan. 25th, 2024 –

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

4.0 ADOPTION OF MINUTES for meeting dated Nov. 23rd, 2023 –

- Motion to adopt minutes: Lee 2nd: Willie

5.0 DELEGATIONS –

5.1 Kurtis McAleer: Downtown Marketing & Events Coordinator – Kurtis introduced himself to the board and shared current and upcoming plans for “Downtown as a Destination” assignment, with the main focuses being on establishing or advancing a marquee event, connecting events, and establishing a brand for the downtown. Kurtis informed the board that brand would likely not be fully established until closer to the end of 2024. The board took note of this and will plan banners accordingly.

6.0 BOARD BUSINESS –

6.1 BIA Budget – Sierra presented the 2024 BIA Workplan. The board agreed with the main objectives for 2024 to include: purchasing new banners and/or investing in winter décor, helping produce marquee event, hosting an easter/spring event, an Annual General Meeting, and Spooky Saturday and supporting Holiday Trail.

The following dates for 2024 BIA events have been confirmed:

- Easter Event: March 30th from 11a.m.- 2p.m.
- Spooky Saturday: October 26th from 11a.m.-2p.m.
- AGM: Nov. 26th time TBD.

During this discussion, an Easter/Spring Event sub-committee was established comprising of Joanne, Dana, Lee, Willie and Zed.

- Motion to approve AGM being held on Nov. 26, 2024: Lee, 2nd: Dana

7.0 CORRESPONDENCE – none.

8.0 REPORTS AND UPDATES –

8.1 Contract Expirations and Deadline Report – Sierra shared the report with the board and asked if there was any interest in attending the 2024 OBIAA Conference. There is enough budgeted to purchase four individual day passes. Joanne also made note to add Shear Display Contract renewal as an item on May and June’s agendas.

- **Action item:** Sierra to send out an email with OBIAA Conference schedule and inquire about who wishes to attend.

9.0 OTHER BUSINESS –

9.1 Community Activator Program – Joanne brought up this funding opportunity. Not a lot of information available at this time. Sierra will continue to monitor this program.

9.2 Patio Policy – Willie provided an update on the draft Patio Policy being developed by the Downtown Revitalization Committee. The policy is currently receiving feedback before it is presented in front of Council.

- **Action item:** Willie to reach out to Judy to see if she would like BIA to circulate the policy for feedback via newsletter.

10.0 FINANCE / BUDGET – Willie provided brief update on the Township’s budget meetings.

11.0 NEW BUSINESS – Willie discussed the news of YDHR announcing insolvency.

12.0 BOARD ROUND TABLE – Joanne mentioned her term as BIA Chair ends in April and encouraged the board members to consider applying.

13.0 ADJOURNMENT – motion to adjourn at 8:49p.m. Dana 2nd: Lee

Next meeting: February 22nd, 2024 @ 7:00p.m.