



January 21st, 2020

Annual General Meeting



Discover...

UXBRIDGE
BIA





Agenda

- Call To Order
- Approval Of Draft Agenda
- Approval Of Minutes - 2018 AGM
- Welcome & Introduction Of The Board
- 2019 Highlights
- Culvert Update
- Downtown Open
- 2019 Budget
- Our plan for 2020 (includes 2020 Budget)
- Guest Speaker - Jodi Bussiere, Uxbridge Physiotherapy
- Opportunities For BIA Members
- Question and Answer
- Adjournment



Welcome!

CHRISTINA CURRY

Chair, BIA Board of Management

Keith's Flower Shop





PRESENTS, PRESENTS, PRESENTS



SECOND WEDGE BREWING CO.





NEXUS COFFEE COMPANY



PHARMASAVE





TRAIL CAPITAL PHARMACY



Board of Directors

CHRISTINA CURRY

Chair

Keith's Flower Shop

CAITLIN CHRISTOFF TAILLON

Vice Chair

Take Root Creative

ALEXA MCCARTHY

Woods Clothing

HAILEY WEATHERBEE

H. Bee Architecture

JAMES DRAKE

Blue Barn Creative

TRISH BUSH

The Bar Cafe

WILLIE POPP

Councillor, Ward 4

TODD SNOOKS

Councillor, Ward 5

AMY STEVENSON

Business Facilitator



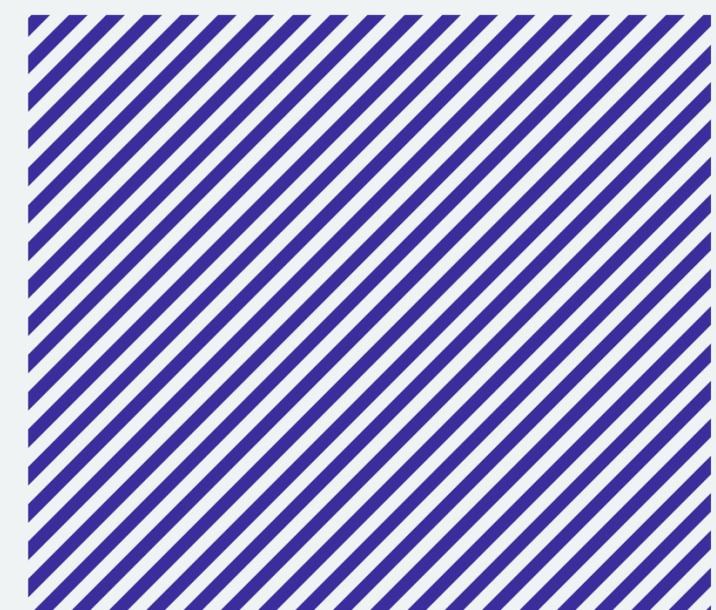
UXBRIDGE DATE NIGHT

Package Includes:
A \$300 Voucher for the Uxbridge Music Hall



2019 HIGHLIGHTS

- BROCK ST TREE LIGHTS
- "UP TO SNOW GOOD"
- HALLOWEEN "TRICK OR TREAT TRAIL"
- SOCIAL MEDIA CONTESTS
- SUMMER & WINTER BASKETS



CULVERT UPDATE

MAYOR DAVE BARTON
COUNCILLOR WILLIE POPP



Small Town. Big Future.

Uxbridge BIA Support Initiative



Goals

- Provide support to Uxbridge BIA businesses affected by culvert construction
- Drive traffic to the downtown core
- Provide informative well-designed content for marketing efforts
- Tie-in individual business efforts with Uxbridge BIA led campaigns



#whatculvert

Downtown
is **Open**



#whatculvert

Downtown
is **Open**

Culvert Survival Kit

The goal of this kit is to provide marketing tools for the businesses directly impacted by the culvert.

The kit is to be utilized by the business.

The BIA will support those efforts with supplemental related marketing initiatives.

- USB Key with digital graphics
 - Facebook generic graphic
 - Instagram generic graphic
 - Construction Closure Map (for social sharing)
 - Parking Map (for social sharing)
 - Informational Post graphics (Facebook & Instagram)
- 10"x10" window cling
- Printed copies of branded parking map and culvert construction map



Sample Facebook Graphics

“A new temporary parking lot was added at 12 Main Street North...”



“Work will take place
7:00 a.m. to 5:00 p.m.
Monday to Friday...”



“Throughout this project, the current stop at Toronto St. will...”



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#whatculvert

Downtown
is Open



www.uxbridgebia.ca

Branded Culvert Map

Parking Map



Uxbridge BIA Supported Initiatives

- BIA Bucks Contest: Social Media Engagement
- Facebook/Instagram continuous ad campaign
- HWY 47 Sign Graphic
- Organic social media shout-outs to businesses
- Dedicated web page on uxbridgebia.ca
- Newspaper Ads



Facebook & Instagram Ad Campaign

- A continuous ad running on Facebook and Instagram
- 3 Month campaign, runs in the background on the Uxbridge BIA profile
- Targeting Uxbridge residents

BIA BUCKS CONTEST

- Participants take a photo downtown with something they have purchased
- Tag @uxbridgebia and hashtag #whatculvert
- All entries are entered to win \$500 in BIA Bucks
- Entries are re-shared on Uxbridge BIA Social Media

HWY 47 Electronic Sign Graphic



Questions?



2019 EXPENSES

BEAUTIFICATION

SUMMER FLOWERS	\$23,272.99
(includes watering)	
WINTER BASKETS	\$9,321.22
(includes removal in Jan 2019 and installation)	
BANNERS	\$9,808.00
TREE LIGHTS	\$15,809.43

TOTAL - \$58,211.64

ADMINISTRATION

FACILITATOR SALARY	\$35,566.44
OFFICE SUPPLIES	\$2,024.34
(includes new laptop)	
CELLPHONE	\$560.47
AUDIT	\$1,119.36
STORAGE UNIT	\$1363.44
WEBSITE	\$386.21
OBIAA DUES	\$224.71
EDUCATION	\$120.87
MEETING EXPENSES	\$27.79

TOTAL - \$41,393.63

2019 EXPENSES

EVENTS

ADVERTISING	\$1,835.75	HUCK FINN DAY	\$1,500.00
PROMOTION	\$427.89	UX BUCKS	\$1,250.00
EVENT SUPPORT	\$4,931.17	(Formally known as "BIA Bucks". Redeemed in 2019)	
(BIA Events, Sponsorship of SpringTide Music Festival and Local Food Month)			

TOTAL - \$9,944.81

2019 TOTAL EXPENSES- \$109,550.08

EXPENDITURES AS OF JAN 16 2020.ADDITIONAL INVOICES COULD STILL BE RECEIVED. COPIES OF FINANCIAL REPORTS AVAILABLE BY REQUEST.



PLANS FOR 2020

- "UP TO SNOW GOOD"
- HALLOWEEN "TRICK OR TREAT TRAIL"
- SOCIAL MEDIA CONTESTS
- WEBSITE UPDATE
- CULVERT SHOP DOWNTOWN KIT



2020 BUDGET

BEAUTIFICATION

SUMMER FLOWERS	\$24,210.80
(includes watering)	
WINTER BASKETS	\$10,500.00
(includes installation)	
BANNERS	\$11,000.00
TREE LIGHTS	\$1000.00
(maintenance)	

TOTAL \$46,710.80

As presented to Council Dec 10/19, pending final approval. Copy of budget available by request.

ADMINISTRATION

FACILITATOR SALARY	\$36,315.24
OFFICE SUPPLIES	\$850.00
(includes meeting expenses)	
CELLPHONE	\$600.00
AUDIT	\$1,150.00
STORAGE UNIT	\$1,500.00
WEBSITE	\$3500.00
(includes annual hosting and funds for site upgrade)	
OBIAA DUES	\$254.52
OBIAA CONFERENCE	\$1,500.00
RED GRANT	\$1,500.00
(pending Township/EDAC receiving approval)	
RESERVE FUND	\$15,000.00

TOTAL \$62,169.76

2020 BUDGET

ADVERTISING	\$2,000.00	HUCK FINN DAY	\$1,500.00
PROMOTION	\$2,000.00	SANTA CLAUS PARADE	\$1,500.00
BIA EVENTS		EVENT SUPPORT	\$4,500.00
		(for local events seeking sponsorship)	
UP TO SNOW GOOD	\$5,000.00	"UX BUCKS"	\$3,500.00
TRICK OR TREAT TRAIL	\$2,500.00	(Funds for redemption from 2019 "Up To Snow Good" Promotion)	
TOTAL - \$24,500			

2020 BUDGET TOTAL - \$133,380.56

As presented to Council Dec 10/19, pending final approval. Copy of budget available by request.

Guest Speaker

JODI BUSSIÈRE
UXBRIDGE PHYSIOTHERAPY



OPPORTUNITIES FOR BIA MEMBERS

The Business of Accessibility

How to Make Your Main Street Business Accessibility Smart



OBIAATM

Produced by
The Ontario BIA
Association

OPPORTUNITIES FOR BIA MEMBERS

ANTOINETTE BURRELL

DIGITAL MAIN STREET/ DURHAM REGION DIGITAL SERVICE SQUAD

A promotional graphic for Digital Main Street. The top left features the logo 'DIGITAL MAIN ST.' in orange and teal. Below it, the text 'Reach More Customers. Boost Your Sales.' is displayed in bold. Further down, it says 'Join Digital Main Street and grow your business.' with 'grow your business.' in teal. At the bottom left, it lists 'GRANTS | TRAINING | VENDORS | RESOURCES'. The bottom section is a dark teal bar with the text 'Delivered in partnership with:' followed by the logos for OBIAA, Ontario, and tabia. The background of the graphic shows a street scene with people walking and buildings, with large orange and teal geometric shapes overlaid.

**DIGITAL
MAIN ST.**

**Reach More Customers.
Boost Your Sales.**

Join Digital Main Street and
grow your business.

GRANTS | TRAINING | VENDORS | RESOURCES

Delivered in partnership with:

OBIAA  Ontario 

OPPORTUNITIES FOR BIA MEMBERS



PROMOTE YOUR BUSINESS!

Send us your events, promotions and contests!

WEBSITE LISTING

Add or update your listing on uxbridgebia.com

SHARE YOUR IDEAS!

We want to hear from you!

OPPORTUNITIES FOR BIA MEMBERS



BOARD SEAT AVAILABLE

See a Board member or the Business Facilitator for details

STRATEGIC PLANNING COMMITTEE

Help us shape the next three years in the BIA

VISIT A BOARD MEETING!

Our monthly meetings are open to all business members



FACEBOOK

@UxbridgeBIA
Join our private
members group



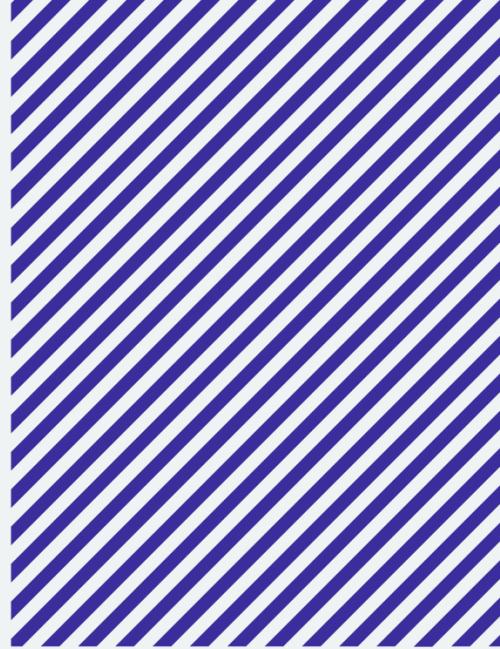
INSTAGRAM

@UxbridgeBIA

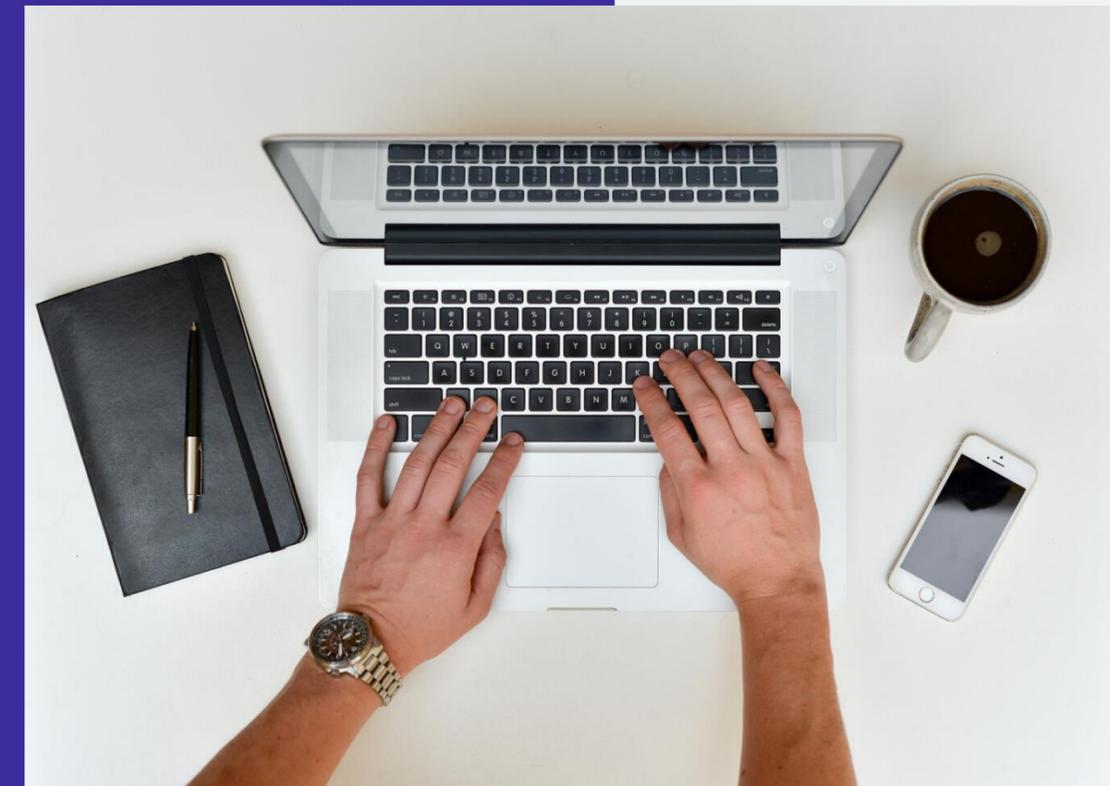
EMAIL

Monthly E-Newsletter

Make sure you are on
our mailing list!



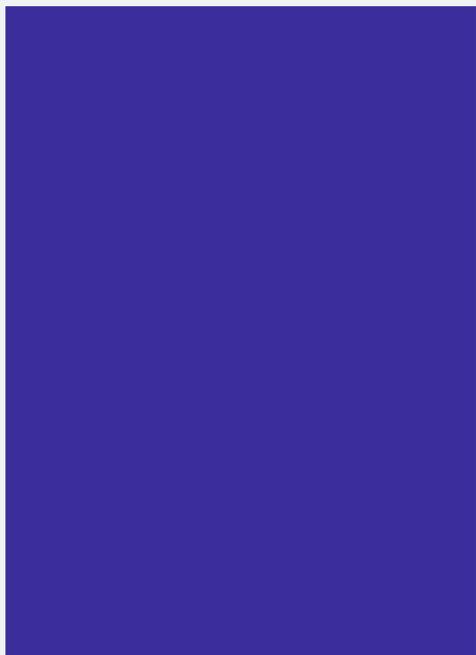
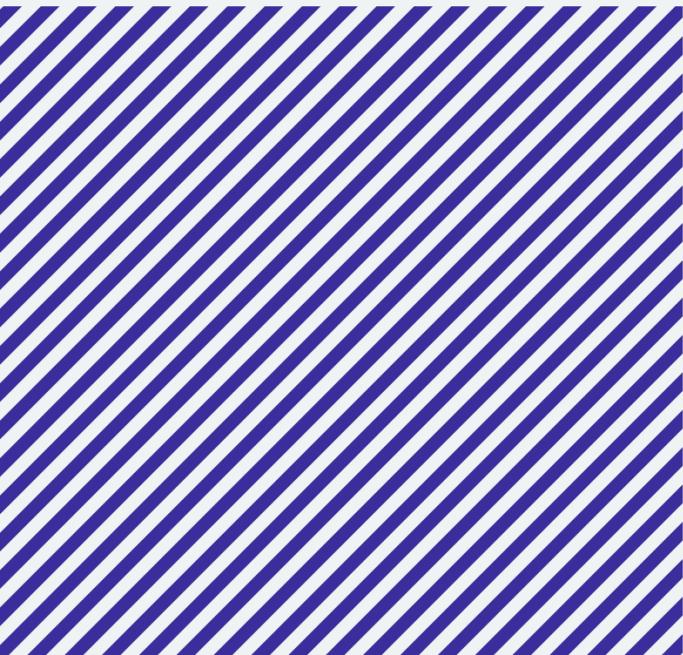
CONNECT WITH THE BIA!





Let's Talk

QUESTION AND ANSWER



Thank you!



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BIA