



MEETING AGENDA
REGULAR MEETING OF THE UXBRIDGE BIA BOARD OF MANAGEMENT
Tuesday, April 20th, 2021 7:00 p.m.
LOCATION: VIRTUALLY VIA MICROSOFT TEAMS
UXBRIDGE, ONTARIO

- | | | |
|-------------|---|---|
| 1.0 | CALL TO ORDER | 10 minutes
(Items 1.0-3.0) |
| 2.0 | APPROVAL OF AGENDA | |
| 3.0 | DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF | |
| 4.0 | <i>DELEGATION – THE PLANNING PARTNERSHIP - postponed to May</i> | 20 minutes |
| | 4.1 Presentation of DRP deck by Judy Risebrough | |
| 5.0 | ADOPTION OF MINUTES | |
| | 5.1 Review and approval of minutes from March 16th, 2021 | |
| 6.0 | REPORTS & UPDATES | 20 minutes |
| | 6.1 Covid | |
| | 6.2 BIA & Tourism | |
| | 6.3 BIA & UDRP | |
| | 6.4 BIA & AVEC | |
| | 6.5 BIA & AAC | |
| | 6.6 Membership Coordinator role | |
| 7.0 | EASTER PROMOTION | 10 minutes |
| | 7.1 Wrap up of final costs and winners of 10 prizes | |
| 8.0 | CULVERT UPDATE | 5 minutes |
| 9.0 | NEW WEBSITE UPDATE | 5 minutes |
| | 9.1 Quote for image-based directory | |
| | 9.2 Share any new developments as a result of April 15 meeting | |
| 10.0 | NEW BUSINESS | 15 minutes |
| | 10.1 2021 Event: May/June promotion suggestions – Stuart and Val | |
| | 10.2 Metal Banners for Beautification – awaiting Brock’s timeline | |
| | 10.3 Sidewalk sale July/August/September to utilize existing signage – Todd | |
| | 10.4 Report on Durham Advisory Council - Christina | |
| 11.0 | FINANCE / BUDGET | 10 minutes |
| | 11.1 Ux Bux update | |
| | 11.2 2021 Budget update + spending ytd | |
| 12.0 | BOARD ROUND TABLE - What’s New and Exciting? | |
| 13.0 | ADJOURNMENT | |



#myuxbridgedowntown

Overview – April 2021

What is Downtown Revitalization?

It is the process of improving the economic, physical, and social well-being of a community's traditional town centre by:

- Strengthening local businesses and encouraging investment by building and property owners;
- Creating enjoyable public streets and spaces animated by a variety of creative and civic activities; and
- Providing work and living opportunities that respond to people's needs across a spectrum of ages and interests.

How Long does it take for Downtown Revitalization?



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Why is this the Right Time for Uxbridge?

- The Downtown Culvert Project will be completed in Summer 2021. This will allow some properties in the Downtown that were formerly in the “flood” zone to be developed;
- The Township of Uxbridge received financial support for this project from the Government of Ontario Rural Economic Development (RED) Program; the Region of Durham and the Uxbridge BIA; and
- Businesses, property owners and residents have demonstrated an interest in “supporting local” during the various COVID-19 stages, including the patios that were put in place over the summer.

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How will Uxbridge Approach Downtown Revitalization?

- From now until December 2021, the Uxbridge Downtown Revitalization Project (UDRP) will implement the first 3 stages of the Ontario Ministry of Agriculture Food and Rural Affairs (OMAFRA) 4-stage process for Downtown Revitalization which has been in place since 2005.
 - Stage 1 – Preparation
 - Stage 2 – Collect Data and Analyze
 - Stage 3 – Develop Goals & Action Plans
 - Stage 4 – Implementation (future projects)
- **The key deliverable** of the UDRP will be the creation of a Strategic Plan and Action Plan that could be implemented in Stage 4 by the Township of Uxbridge and Region of Durham.
- While the UDRP will focus on engaging the businesses and property owners located in downtown Uxbridge (Brock Street between Main Street and Victoria Street) efforts will be undertaken to engage with residents throughout the Township.

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Benefits and Impacts of Downtown Revitalization Programs

Stakeholders	Benefits
Merchants	<ul style="list-style-type: none"> • Greater opportunity for growth and expansion • Expanded customer base • Less financial risk
Property Owners	<ul style="list-style-type: none"> • Stable or higher rents • Increased occupancy rates/improved marketability of property • Higher property values
Financial Institutions	<ul style="list-style-type: none"> • Expanded business customer base • Expanded residential customer base • Improved public image and goodwill • Fulfillment of community reinvestment mandate
Professionals and Service Businesses	<ul style="list-style-type: none"> • Ready-made customer base of day-time employees • Location near government, banks, post office, and other institutions • Nearby amenities for clients and staff
Business Associations (Chambers of Commerce/BIAs)	<ul style="list-style-type: none"> • Potential new member businesses • Healthier overall business climate • Potential partnerships on joint projects
Residents	<ul style="list-style-type: none"> • Local accessibility to goods and services • Opportunities for volunteerism and leadership development • Preservation of community for future generations • More employment opportunities • Stronger tax base to support other community initiatives (schools, parks, etc.) • Investment in existing downtown infrastructure will result in smaller tax increases since it is more cost-effective than to extend new services to outlying areas
Local Government	<ul style="list-style-type: none"> • Increased community and civic engagement • Increased property tax base • Protection of property values and infrastructure investment • Reduced cost of services, such as police and fire protection • Reduced pressure for sprawl development

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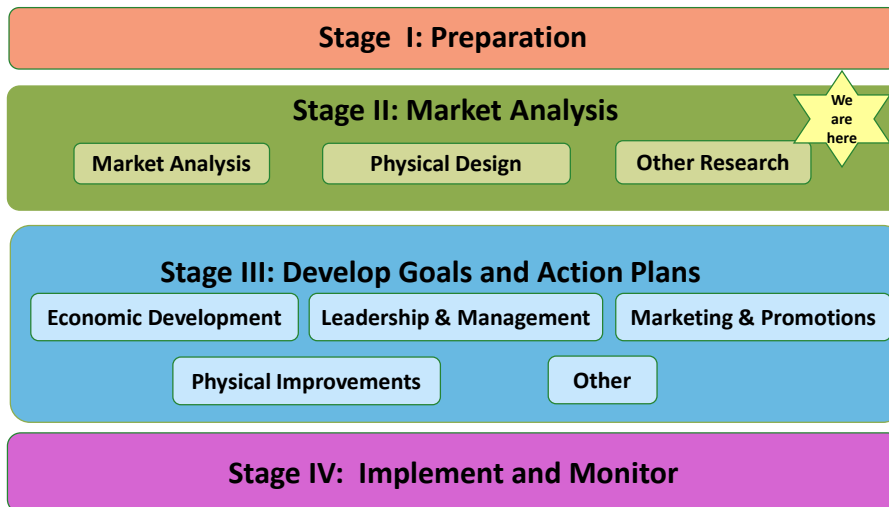
What are the Project Constraints?

Constraints (A constraint is a limitation or restriction to the project scope)

- It will not be possible to completely restrict “heavy truck traffic” from using Regional Road 47.
- Development within Uxbridge, including the Downtown is limited by the Townships sewage capacity as directed by the Region of Durham and the Lake Simcoe Regional Conservation Authority (LSRCA).
- The Downtown Revitalization Strategic Plan and Action Plan that is developed must take into account the fiscal limitations of the Township of Uxbridge, the Region of Durham, the Province of Ontario and individual business and property owners.

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Overview of the OMAFRA Four-Stage Process:



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Stage I: Preparation

Preparation

Timeline – December 31, 2020

Stage I includes the following major steps:

- Building a team
- Promoting the Downtown Revitalization program
- Undertaking the key first steps (i.e. organizing and scoping)

Outputs:

- Preliminary Project Plan
- Vision Statement for the Uxbridge Downtown

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The Vision Statement

Uxbridge features a vibrant and thriving downtown that is rich in history and recognized as an inclusive and accessible community.

Description of Uxbridge Downtown in the future

1. The Downtown is a "Complete Community" that continually evolves to meet the emerging needs of the broader community.
2. The historic buildings display their original architectural features; and newer buildings, while more modern, are "sympathetic" to the heritage of the downtown.
3. Traffic flow, including parking, within the downtown embraces the importance of "Active Transportation" and minimizes the flow of heavy trucks.
4. There is a Town Square that acts as an "Agora" and offers a year-round "Marché" for local residents, farmers, businesses and visitors.
5. The Downtown offers a range of residential opportunities that take into consideration accessibility requirements, economic factors and own and/ or rent options.
6. The Downtown provides a wide range of amenities which offer unique shopping experiences while addressing the essential needs of residents. The promenade level is noted for thriving retail shops
7. The Downtown is home to a range of culinary experiences in the form of restaurants, caf  s, bakeries, pubs, markets etc.
8. Uxbridge is recognized as "The Trail Capital of Canada" and the downtown is an integral component of the trail system.
9. The Uxbridge Brook and Centennial Park provide a north – south focal point, to be enjoyed by residents and visitors.
10. Visitors enjoyment of downtown Uxbridge's extensive and diverse cultural and recreational offerings is enabled by access to local overnight accommodation.
11. Uxbridge's reputation as an artistic community is evident throughout the Downtown, supporting many forms of artistic expression and incorporates "Viewable Art" in the public spaces.
12. The rear aspects of buildings offer a welcoming experience for residents and visitors using the parking lots and laneways found throughout the downtown. A number of the businesses provide rear entrances that are both attractive and accessible.

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Approved Dec. 14, 2020

Uxbridge features a vibrant and thriving downtown that is rich in history and recognized as an inclusive and accessible community.

Vision Glossary

Active Transportation:

Active transportation is using your own power to get from one place to another. This includes: Walking, biking, skateboarding, in-line skating/rollerblading, jogging and running, non-mechanized wheel chairing; snowshoeing and cross-country skiing.

Agora:

The Agora was a central [public space](#) in ancient [Greek city-states](#). The literal meaning of the word is "gathering place" or "assembly". The agora was the center of the athletic, artistic, spiritual and political life in the city. The [Ancient Agora of Athens](#) is the best-known example.

Complete Community:

Complete Communities are places where homes, jobs, schools, community services, parks and recreation facilities are easily accessible.

Marché:

Refers to the place where producers (traders, artisans, peasants) come together to directly offer their products to consumers.

Sympathetic Architecture:

Basically, infill/restoration should attempt to harmonize the old and valued historic buildings/spaces with the new, while at the same time respecting established design elements (such as height, façade characteristics, setback and materials). Infill / restored buildings should be compatible and work with the surrounding buildings and historic context. The end result should be new structures that enhance and complement the existing character of the area.

Stage II: Collect and Analyze

Market Analysis

Timeline – July 31, 2021

Building and Business Inventory

Business Owner Survey

Business Mix and Location Analysis

Resident Survey

Customer Origin and Market Data

Community Design

Timeline – October 31, 2021

Historical Scrapbook/Physical Mapping

Design Workshop

Outputs:

- Summary reports
- Presentations
- Market Area Data Report



have been engaged to lead the Community Design

Outputs:

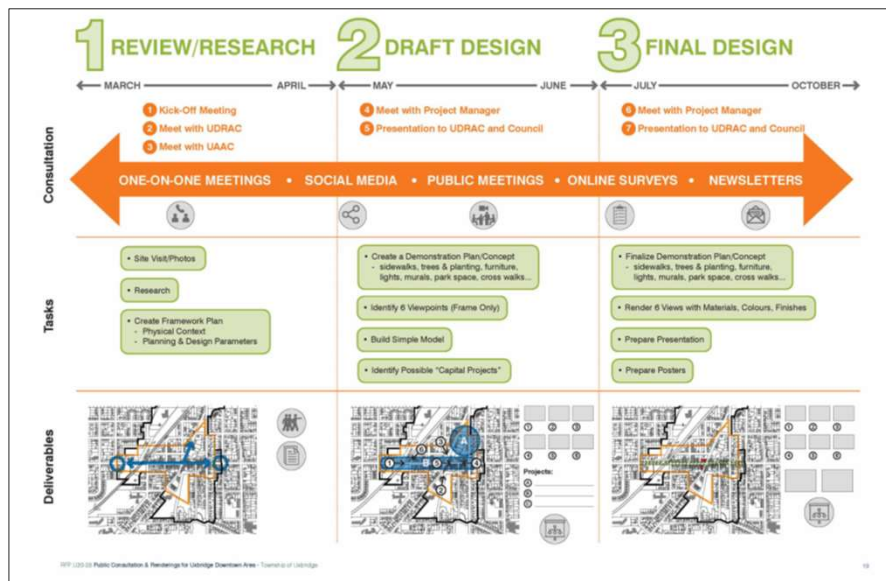
- Summary reports
- Design guidelines

Market Analysis

1. **Building and Business Inventory:**
 - The Building and Business Inventory compiles information on all the buildings and businesses in the downtown.
2. **Business Owners Survey:**
 - The Business Owner Survey collects information on the attitudes and opinions of business operators in the downtown. It measures current business needs, marketing and sales information, and perceptions of the downtown. Business owners' opinions about the current state of the downtown and their hopes for its future, contributes to the Strategic Plan.
3. **Business Mix and Location Analysis:**
 - This analysis describes the current function of the downtown. Businesses are classified based on their main commercial activity, and how their business relates to consumer purchasing behaviour.
4. **Point of Origin Survey used to prepare Market Area Data Report:**
 - A customer origin survey is used to collect information to determine where downtown shoppers live, and is used to prepare the Market Area Data Report. The Market Area Data Report identifies characteristics of downtown consumers.
5. **Resident Survey:**
 - The Resident Survey collects information on the attitudes and opinions of community residents about the downtown.

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The Planning Partnership Work Plan



Frameworks / The Downtown through 3 lenses that capture the elements of the vision



Buildings

- Historic buildings alongside newer (contemporary) buildings, that are “sympathetic” to the heritage character.
- Shopfronts and active street level uses
- Murals



Public Spaces

- Town Square as ‘Agora’ / ‘Market’
- Uxbridge Brook / Centennial Park
- Promenade
- Patios and spill out areas
- Public Art



Streets

- Parking
- Active Transportation
- Truck Traffic
- Trails /Trail Connections

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Stage III: Develop Goals and Action Plans

Develop Goals and Action Plans

Timeline – January 31, 2022

Considerations:

- Economic Development
- Leadership & Management
- Marketing & Promotions
- Physical Improvements
- Other

Outputs:

- Strategic Plan
- Action Plan

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Importance of Balancing Downtown Revitalization

Economic Development objectives such as helping existing merchants target specific market segments in their trade area or identify possible new businesses that complement the existing business mix

Leadership and Management activities to include various organizations to ensure the process continues and volunteers are celebrated and renewed

Marketing and Promotions to ensure that the identity and positive image of the downtown is communicated and that events and activities animate the area

Physical Improvements such as restoring historic façades, streetscaping, parking, and creating safe, walkable environments

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Stage IV: Implement and Monitor

Implement and Monitor

Future Projects
Could involve one or more projects.

- Implement the plan
 - Management team coordinates actions & implementation
 - Detailed work plan ensures tasks are organized and appropriately resourced
- Measuring and Monitoring Progress
 - Demonstrate accountability to funders & volunteers
- Report on results to Stakeholders

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Examples of Benefits and Impacts of Downtown Revitalization

- Gravenhurst
 - Reduced vacancy rates, cultural heritage preservation
- Tilbury
 - Streetscape improvements and employment growth
- Minto
 - Business expansion, employment growth, and capital investment



March 12, 2021

Via Email:

The Honourable Mélanie Joly
Minister of Economic Development and Official Languages
melanie.joly@parl.gc.ca

The Honourable Mary Ng
Minister of Small Business, Export Promotion and International Trade
Mary.Ng@parl.gc.ca

Re: Extension and Expansion of the Digital Main Street Program

Please be advised that at a meeting held on March 8, 2021, the Council of the Town of Whitby adopted the following as Resolution # 71-021:

Whereas the expansion of the Digital Main Street (DMS) program in 2020 has been a critical support in helping businesses adopt new technology during the COVID-19 pandemic; and,

Whereas the Digital Main Street Program in Whitby is administered by the Business Advisory Centre Durham (BACD) and the Downtown Whitby Business Improvement Area (BIA); and,

Whereas these new DMS programs have helped both nurture new technology based businesses in our region and provided virtual hands on support and solutions for businesses to access new customers while managing new COVID-19 health and safety measures; and,

Whereas the DMS base program has served 435 businesses across the region including 121 in the Town of Whitby, and the DMS ShopHERE program has served 585 businesses across the region including 107 in the Town of Whitby; and,

Whereas current funding for the DMS program ends in March 2021; and,

Whereas our small business community faces ongoing barriers to technology adoption and lack of resources to implement these technologies that are necessary to remain competitive in light of COVID-19 impacts to their business; and,

Whereas Canada's economy will rely on entrepreneurs in both the technology and the main street business sectors to drive economic recovery, job creation and economic growth; and,

Whereas the DMS program can continue providing virtual hands on support to small business to accelerate the adoption of new technology solutions that keep our businesses competitive.

Therefore be it resolved that:

1. The Town of Whitby, in partnership with the Downtown Whitby BIA, and the Business Advisory Centre Durham, call on the provincial and federal governments to:
 - Work to renew and expand funding to the Digital Main Street Program as soon as possible to help our businesses adopt new technologies to support their digital transformation and adapt their business model due to COVID-19;
 - Explore opportunities to provide additional support to our main street business sector in adopting digital technologies and future proofing their business models; and,
 - Support Canada's technology sector to develop and bring to market new technologies that can support businesses in Canada and globally to adapt to the new business realities following the impacts of COVID-19 to both Business-to-Consumer (B2C) and Business-to-Business (B2B) business models.

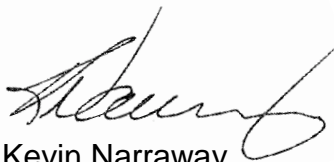
Further be it resolved that:

2. The Mayor on behalf of Council be directed to write a letter, jointly with the Downtown Whitby BIA, and the Business Advisory Centre Durham, advocating for the extension and expansion of the Digital Main Street Program to the Federal Minister of Economic Development and Official Languages and Minister of Small Business, Export Promotion and International Trade; and,
3. The Town Clerk be directed to send a copy of the letter and resolution, once approved, to:
 - Ryan Turnbull, Member of Parliament for Whitby
 - Lorne Coe, Member of Provincial Parliament for Whitby

- Durham Regional Council
- Members of the Ajax, Brock, Clarington, Oshawa, Pickering, Scugog, and Uxbridge Councils
- Federation of Canadian Municipalities (FCM)
- Association of Municipalities of Ontario (AMO)
- Ontario Big City Mayor's Caucus (OBCM)
- Mayors and Regional Chairs of Ontario (MARCO)
- GTHA Mayors and Chairs
- Ontario Chamber of Commerce (OCC)
- Whitby Chamber of Commerce
- 1855 Whitby
- Durham Economic Recovery Taskforce

Enclosed within, please find a letter from Mayor Mitchell on behalf of Council, the Downtown Whitby BIA, and the Business Advisory Centre Durham, advocating for the extension and expansion of the Digital Main Street Program.

Should you require further information, please do not hesitate to contact Sarah Klein, Director of Strategic Initiatives at 905-430-4338.



Kevin Narraway
Manager of Legislative Services/Deputy Clerk

Encl: Letter from Mayor Mitchell on behalf of Council, the Downtown Whitby BIA, and the Business Advisory Centre Durham

Copy: C. Harris, Town Clerk

Lorne Coe, M.P.P. - lorne.coe@pc.ola.org

Ryan Turnbull, M.P. ryan.turnbull@parl.gc.ca

Ralph Walton, Regional Clerk, Region of Durham - clerks@durham.ca

Brian Bridgeman, Commissioner of Planning and Economic Development Region of Durham - planning@durham.ca (Durham Economic Recovery Taskforce)

Federation of Canadian Municipalities - info@fcm.ca

Association of Municipalities of Ontario - amo@amo.on.ca

Dennis Croft, Chief Executive Officer, 1855 Whitby - denniscroft@1855Whitby.com
Natalie Prychitko, Chief Executive Officer, Whitby Chamber of Commerce
Natalie@whitbychamber.org
Mayor Cam Guthrie, Chair, Ontario Big City Mayor's Caucus (OBCM) -
mayor@guelph.ca
Karen Redman, Chair Mayors and Regional Chairs of Ontario (MARCO) -
kredman@regionofwaterloo.ca
Ontario Chamber of Commerce (OCC) - louiedipalma@occ.ca
N. Cooper, Director of Legislative and Information Services, Town of Ajax -
clerks@ajax.ca
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D. Leroux, Clerk, Township of Uxbridge - dleroux@town.uxbridge.on.ca
Durham Regional Chair John Henry, Regional Municipality of Durham -
chair@durham.ca
Regional Chair Gary Carr, Regional Municipality of Halton - gary.carr@halton.ca
Regional Chair Nando Iannicca, Regional Municipality of Peel -
nando.iannicca@peelregion.ca
Regional Chair Wayne Emmerson, Regional Municipality of York -
emmerson@york.ca
Mayor Shaun Collier, Town of Ajax - shaun.collier@ajax.ca
Mayor Tom Mrakas Town of Aurora - tmrakas@aurora.ca
Mayor Patrick Brown, City of Brampton - Patrick.Brown@brampton.ca
Mayor John Grant, Township of Brock - jgrant@townshipofbrock.ca
Mayor Marianne Meed Ward, City of Burlington - mayor@burlington.ca
Mayor Allan Thompson, Town of Caledon - allan.thompson@caledon.ca
Mayor Adrian Foster, Municipality of Clarington - mayor@clarington.net
Mayor Virginia Hackson, Town of East Gwillimbury -
vhackson@eastgwillimbury.ca
Mayor Margaret Quirk, Town of Georgina - mquirk@georgina.ca
Mayor Rick Bonnette, Town of Halton Hills - mayor@haltonhills.ca
Mayor Fred Eisenberger, City of Hamilton - mayor@hamilton.ca
Mayor Steve Pellegrini, Township of King - spellegrini@king.ca
Mayor Frank Scarpitti, City of Markham - mayorscarpitti@markham.ca
Mayor Gordon Krantz, Town of Milton - executiveservices@milton.ca
Mayor Bonnie Crombie, City of Mississauga - mayor@mississauga.ca
Mayor John Taylor, Town of Newmarket - jtaylor@newmarket.ca
Mayor Rob Burton, Town of Oakville - mayor@oakville.ca
Mayor Dan Carter, City of Oshawa - mayor@oshawa.ca
Mayor Dave Ryan, City of Pickering - mayor@pickering.ca
Mayor David Barrow, City of Richmond Hill - dave.barrow@richmondhill.ca
Mayor Bobbie Drew, Township of Scugog - bdrew@scugog.ca
Mayor John Tory, City of Toronto - mayor_tory@toronto.ca

Mayor Dave Barton, Township of Uxbridge - dbarton@uxbridge.ca
Mayor Maurizio Bevilacqua, City of Vaughan - maurizio.bevilacqua@vaughan.ca
Mayor Iain Lovatt, Town of Whitchurch-Stouffville - mayor@townofws.ca



Town of Whitby
Office of the Mayor
575 Rossland Road East
Whitby, ON L1N 2M8
whitby.ca

Don Mitchell
Mayor
905.430.4300 x2203
mayor@whitby.ca



March 23, 2021

The Hon. Mélanie Joly
Minister of Economic Development and Official Languages
House of Commons
Ottawa, Ontario K1A 0A6

The Hon. Mary Ng
Minister of Small Business, Export Promotion and International Trade
House of Commons
Ottawa, Ontario K1A 0A6

Re: Digital Main Street Program

Ministers,

On March 1st, 2021, Town of Whitby Council passed the enclosed resolution calling for the Federal government to expand funding for the Digital Main Street (DMS) program to support future proofing and digital adoption for local business.

The Town of Whitby's fundamental priority throughout the COVID-19 pandemic has both been to protect the health and safety of our residents, employers and employees; and to support our business community through its struggles with the economic impacts of COVID-19 public health measures.

The Town of Whitby, the Business Advisory Centre of Durham, and the Downtown Whitby Business Improvement Area have worked collaboratively to engage our business community and ensure they are receiving the support they need during this challenging time. The need for digital transformation of business models has been accelerated by the COVID-19 pandemic, not just in our retail and main street business sectors but also in our manufacturing and more traditional industries. The Town of Whitby welcomed the development of the DMS ShopHERE program in 2020, and the previous expansion of the DMS program across the province. These programs have been great supports for the local business community as it transformed their business model in light of the impacts of the pandemic and the acceleration of digital sales and servicing.

The expansion of the Digital Main Street (DMS) program in 2020 to include the DMS Future Proof components including DMS Labs, Transformation Teams and Community Collaboration projects administered has been a critical support in helping businesses adopt new technology during the COVID-19 pandemic. The support by the Federal government was announced in June 2020 with \$50M in funding from the Federal Economic Development Agency for Southern Ontario to support Ontario businesses to go digital. These new DMS programs have provided much needed virtual hands-on support and solutions for businesses to access new customers while managing COVID-19 health and safety measures.

With current funding for the DMS program coming to an end in 2021, our small business community faces ongoing barriers to technology adoption. Without the continuation of the DMS program, our business community will lack the necessary resources to implement technological advancements that are necessary for them to remain competitive during and after the COVID-19 pandemic. Canada's economy will rely on entrepreneurs in the technology, manufacturing and main street business sectors to drive economic recovery, job creation and economic growth. With your continued support, the DMS program can continue providing virtual hands-on support to small business to accelerate the adoption of new technology solutions that keep our businesses competitive.

At the March 1st Whitby Town Council meeting the enclosed resolution was passed, calling on the Federal government to:

- Work to renew and expand funding to the Digital Main Street Program as soon as possible to help our businesses adopt new technologies to support their digital transformation and adapt their business model due to COVID-19;
- Explore opportunities to provide additional support to our main street business sector in adopting digital technologies and future proofing their business models; and
- Support Canada's technology sector to develop and bring to market new technologies that can support businesses in Canada and globally to adapt to the new business realities following the impacts of COVID-19 to both Business-to-Consumer (B2C) and Business-to-Business (B2B) business models.

As we move through the pandemic, please know that the Town of Whitby, the Business Advisory Centre of Durham, and the Downtown Whitby Business Improvement Area will continue to seek opportunities to work with you to help local residents and businesses.

Programs like Digital Main Street support our local business community in both sustaining their business in the short term and looking towards the future and ensuring Canadian businesses remain competitive globally. DMS has seen extensive use across the region including 435 businesses supported by the Digital Service Squad, and 585 businesses enrolled in the ShopHERE program.

Thank you in advance. If you have any questions, please feel free to contact Paul Pirri, Senior Manager Economic Development, Town of Whitby at pirrip@whitby.ca or (905) 424 9346. It would be a pleasure to hear from you.

Sincerely,



Don Mitchell
Mayor



Paul Pirri
Senior Manager
Economic Development



Teresa Shaver
Executive Director
BACD



Karey Anne Large
Executive Director
Downtown Whitby BIA

Copy:

Chris Harris, Town Clerk
Ryan Turnbull, Member of Parliament for Whitby
Lorne Coe, Member of Provincial Parliament for Whitby
Durham Regional Council
Members of the Ajax, Brock, Clarington, Oshawa, Pickering, Scugog, and
Uxbridge Councils
Federation of Canadian Municipalities (FCM)
Association of Municipalities of Ontario (AMO)
Ontario Big City Mayor's Caucus (OBCM)
Mayors and Regional Chairs of Ontario (MARCO)
GTHA Mayors and Chairs
Ontario Chamber of Commerce (OCC)
Whitby Chamber of Commerce
1855 Whitby
Durham Economic Recovery Taskforce

From: businessfacilitator@uxbridgebia.com
Sent: April 22, 2021 3:21 PM
To: businessfacilitator@uxbridgebia.com
Subject: FW: Whitby Resolution for BIA meeting tonight

From: Laura Rupperecht <lrupperecht@uxbridge.ca>
Sent: April 20, 2021 2:49 PM
To: Julia Shipcott <jshipcott@uxbridge.ca>; Josh Machesney <jmachesney@uxbridge.ca>; Jennifer Beer <jbeer@uxbridge.ca>
Subject: RE: Whitby Resolution for BIA meeting tonight

Hi Julia!

I'm still working the minutes from yesterday's meeting but I think this motion below is good.

Thanks! ??

Moved by Councillor Popp

THAT correspondence from the Town of Whitby regarding the Extension and Expansion of the Digital Main Street Program be received for information;

AND THAT a copy of same be referred to the BIA for consideration;

AND THAT a resolution be brought forward to the regular meeting of Council of April 26, 2021.

Carried

SomeBunnyLovesYou Social Media Easter Promotion 2021

Nominator - \$50 GC	Nominee - \$100 GC	platform
Michelle Viney	Gloria Eng	fb
Michelle Viney	Sherill Hodgson	fb
Sara Zon	cityinthesticks (private)	insta
Rhiannon Anderson	Allison Clayton	insta
cityinthesticks (private)	Sarah Maclachlan	insta
Mikki Arends	Kathy Downes	insta
Kathy Downes	Arlene Goode	insta
Martina_6130 (private)	Joanne Kalledat Gomes	insta
Wonderfullyjess (private)	Erin Robbleton	insta
Cityinthesticks (private)	Sara Zon	insta
Katerina (private)	Anna Martelli	insta
Sarah Maclachlan	cityinthesticks (private)	insta
Erin Robbleton	Wonderfullyjess (private)	insta

Winner – Nominee - \$100 GC

Winner – Nominator - \$50 GC