



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

**Tuesday November 16<sup>th</sup>, 2021 7:00 p.m.**

**LOCATION: Microsoft Teams, UXBRIDGE, ONTARIO**

**Attendance: Christina Curry, Todd Snooks, Stuart Mulcahy, Trish Bush, Sameer Remtulla, Willie Popp,  
Regrets: Val Little**

- **1.0 CALL TO ORDER by the Chair - 7:13 p.m.**
- **2.0 APPROVAL OF DRAFT AGENDA for meeting dated October 19<sup>th</sup>, 2021**
  - Motion to approve draft agenda: 1<sup>st</sup>- Todd | 2<sup>nd</sup>- Christina > Approved
- **3.0 DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF**
  - None
- **4.0 ADOPTION OF MINUTES for Meeting dated September 21<sup>st</sup>, 2021**
  - Motion to adopt minutes: 1<sup>st</sup>- Todd | 2<sup>nd</sup>- Christina > Approved
- **5.0 CORRESPONDENCE**
  - There was no correspondence to receive
- **6.0 REPORTS AND UPDATES**
  - **6.1 COVID** – Christina reported that George visited various businesses within Uxbridge the week of November 8 and found on the whole, businesses too lax. Tickets were written and some businesses were placed on a 'watch list'.
  - **6.2 Tourism/Holiday Trail** – Julia provided an overview of what the Holiday Trail is offering this year. Christina explained the decision behind the BIA not promoting Ux Bux again this year, mainly that we have experienced difficulty rewarding winners – they are hard to reach and not eager to claim their winnings. Additionally the BIA wishes to benefit as many business members as possible, to which Willie submitted his idea of the BIA paying for a Holiday Shopping Guide pullout section of the Cosmos, to run in early December. Advertising space, paid for by the BIA, would be offered to all services and businesses in the BIA zone. Willie confirmed that Lisha (Cosmos) is open to the idea – Trish voiced her support. Todd suggested re- running this page in early January to support business through that historically challenging time, depending on funds and Cosmos availability.
    - Motion to spend up to \$5,000 on a BIA-branded advertising pullout for Holiday season 2021:  
1st - Trish | 2nd - Stu > Approved
  - **6.3 Beautification:**
    - Winter baskets** – Christina reported that Public Works has been installing winter baskets this week and Pat's invoice for procuring them for us is already being processed for payment. She suggested a delivery of coffee and doughnuts to the PW Depot as a thank you.  
An issue with burned out lights on a portion of the tree in front of the Lemonade Stand resulted in a motion to purchase more lights and replace them:
      - Motion to spend up to \$500 for additional replacement lights for immediate use and for inventory:  
1st - Stu | 2nd - Christina > Approved
    - Summer baskets** – Christina has been working with Otters to design summer planters, and with Courtney Clarke (Town Parks) to coordinate all Town plantings this year. Christina will request a quote from Darlene re: cost for summer planters.

- **6.4 Santa Claus Parade sub-committee** – Willie reported that sponsorship donations have gone extremely well – in the /\$10K range. A number of regular attendee groups are not able to take part this year. Even so, the SCP Committee is expecting the same number of floats albeit from different groups. The Santa Claus float has been refurbished. Visitors will be asked to wear masks and keep a safe distance from other family groups. Julia screen-shared the BIA’s ad in the Cosmos SCP pullout, to be included in the November 18<sup>th</sup> issue.
- **7.0 DOWNTOWN REVITALIZATION PROJECT (DRP) UPDATE**

Todd reported that all Committees of Council have been invited to a pre-Open House presentation by TPP ahead of the general public’s Open House event, as an opportunity to wade in on their opinions as related to each committee. Todd shared that the DRP group is doing a great job of highlighting issues such as truck traffic, and engaging Durham Region in meetings and to generate new signage directing truck drivers to use the Goodwood by-pass. Willie reported noticing more trucks using this route.
- **8.0 NEW WEBSITE UPDATE**
  - **8.1 Invoice for Landing Page edit** – Julia shared the issues experienced with the current landing page, and its lack of ability to use the empty space for other notices due to its hard-coding for social media live feed (removed as per Township request). Christina shared ideas that the new area could be used to promote our Banner program, the SCP or other BIA events. Sameer questioned why the Township had concerns with live s.m. feeds. Julia explained the quote cost at \$1,980, and Willie suggested a discussion be held with the Township as to who holds responsibility for the fee.
    - Motion to approve \$1,980 to rework hard-coding of landing page:  
1st - Sameer | 2nd - Stu > Approved
  - **8.2 Business Members Directory update** – Julia reported a number of new businesses having set themselves up in the new website directory. Willie suggested those be the first for inclusion in the ‘Featured Business’ section. Julia has begun to track chronologically those businesses now setup, within the Members spreadsheet. Once work on the landing page is complete, Julia will build the Featured Business section and begin promotion of local businesses. Todd and Willie offered to visit businesses and services in Q1 of 2022 to share awareness and offer assistance with setup. Christina and Julia offered as well as Board members.
- **9.0 NEW BUSINESS**
  - **9.1 Replacement of Banners** – discussed in Finance 10.2
  - **9.2 Herrema sign** – Julia screen-shared the Herrema trailhead sign now installed on location.
  - **9.3 Tree Lights at Lemonade Stand** – previously covered
  - **Trail Spur to downtown** – Willie shared a new agreement to connect our existing trails with a spur taking visitors to the downtown area.
- **10.0 FINANCE / BUDGET**
  - **10.1 Third Quarter Budget update** – Julia screen-shared the October Quarterly report, noting very little in new expenditures.
    - Motion to approve October Quarterly budget report  
1st - Todd | 2nd - Sameer > Approved
  - **10.2 Shear Design 2022 Agreement** – Julia acknowledged that the quote comes in \$200 less this year, due to less banners being installed in 2021 (i.e. Thomas). Christina asked that we look into what Shear Design does with banners once a contract ends, and the condition of our banners. Todd suggested that the Township may be interested in installing them in hamlets after 2022.
    - Motion to approve Shear Design quote for 2022:  
1st - Christina | 2nd – Trish > Approved

- **10.3 2022/2023 Budget for Approval** – Willie discussed there having been no increase in levy since 2014, and while it was scheduled to occur in 2021, the decision had been postponed due to Covid-19. He suggested the BIA request another deferral of levy increase until 2023, to assist small businesses for another year.
  - Motion to maintain tax levy amount for 2022:  
1st - Trish | 2nd – Sameer > Approved
- Christina requested the 2022 budget include banner replacement, BIA hut repair, DRP delegations for support, and an enhanced Beautification program (\$20,000 from reserve). The 2023 budget reflected DRP contributions totaling up to \$25,000 (\$15,000 from reserve). The Board spent next to nothing on events in 2021 (due to Covid-19) thus growing – and adding to existing - reserves from previous years, which allowed the BIA to apply those funds to the new website. Julia had revised the titles and order of events to match the Treasury’s format for ease of application of funds.
  - Motion to present the revised 2022/2023 Budget to Treasury, and Julia and Christina to present to Council on Tuesday, December 14<sup>th</sup>, 2021 at 1:00 p.m.:  
1st - Christina | 2nd – Trish > Approved
- **11.0 BOARD ROUND TABLE** – illness and fowl friends; flu shots aplenty; decorating the Fig patio for the Holidays; weekend jaunts to Mexico, Starbucks comes to Zehrs; decorating the SCP float and Santa Claus Lane; missing wheels and sickly cats.
- **12.0 ADJOURNMENT**
  - Motion to adjourn at 8:55 p.m.:  
1st - Todd | 2nd – Stu > Approved

***Next BIA Board Meeting: December 2021 on hold – reconvening in January 2022 - new day tbd***