



MINUTES - MEETING OF THE UXBRIDGE BIA BOARD OF MANAGEMENT

Tuesday October 19th, 2021 7:00 p.m.

LOCATION: Microsoft Teams, UXBRIDGE, ONTARIO

Attendance: Christina Curry, Todd Snooks, Val Little, Trish Bush, Sameer Remtulla

Regrets: Willie Popp, Stuart Mulcahy

- **1.0 CALL TO ORDER** - 7:08 p.m.
- **2.0 APPROVAL OF DRAFT AGENDA for meeting dated October 19th, 2021**
 - Motion to approve draft agenda: 1st- Sameer | 2nd - Val > Approved
- **3.0 DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF**
 - None
- **4.0 ADOPTION OF MINUTES for Meeting dated September 21st, 2021**
 - Motion to adopt minutes: 1st- Val | 2nd - Trish > Approved
- **5.0 CORRESPONDENCE**
 - **5.1 Mail – Envision Durham – Growth Management Study – Release of Employment Strategy Technical Report (Report #2021-INFO-97)** received for information.
 - **5.2 Email – Colleen Baskin – Aligning with Tourism and BIA re: promotion of the Santa Claus Parade** see 6.4 below
 - **5.3 Email – Gloria Eng – Uxbridge Legion Remembrance Day Poppy Campaign**
Christina directed Julia to purchase a wreath on behalf of the BIA and to share the Legion’s flyers promoting lawn signs and wreaths in a next newsletter to members.
 - Motion to purchase 1 large wreath at a cost of \$90 for 2021 Remembrance Day Service:
Sameer | 1st - Val | 2nd - Trish > Approved
- **6.0 REPORTS AND UPDATES**
 - **6.1 COVID** – Christina attended a Durham Region Town Hall webinar on Business Recovery Resources, Vaccination Policy for Businesses, and Passports the previous day and found it very extensive and helpful. Once the slide decks are received, she will provide to Julia for sharing to all members in a newsletter.
 - **6.2 Tourism/Holiday Trail** - Julia shared feedback provided by the Holiday Trail Committee that was collected from businesses following last year’s event. Further details were provided on some of the main areas of improvement that Lisa is focusing on this year to specifically address those points, as well as new areas of enhancement. Lisa is eager to collaborate with both the Optimist’s Fantasy of Lights and the BIA in our holiday promotions. Following tomorrow’s Holiday Trail meeting, Julia will share timelines and holiday theme with the Board and members.
 - **6.3 Beautification:**
 - Summer baskets** – As the Parks department wishes to place their 2022 plant order - and to coordinate their efforts with the BIA - Christina will share her ‘shopping list’ of plant material with Courtney Clarke.
 - Winter baskets** – Christina reported that winter baskets are in production and will be installed by Public Works prior to the Santa Claus Parade, November 20th 2021.
 - **6.4 Santa Claus Parade sub-committee** – Christina suggested promoting SCP visitors to stay downtown post-parade to begin their holiday shopping, with Julia suggesting that an event to tempt people might be the easiest way to build a promotion. Christina suggested launching the annual Holiday Shopping promotion where every \$20 spent gains the customer a ballot to win a large denomination gift card. Budget is approximately \$2K.

- It was suggested that local radio station 105.5 be invited to remain downtown post parade to play seasonal music. It was mentioned that Rogers is sending a new lifestyle host as emcee of the parade. Julia and Christina will discuss the merits of using a QR code for customers to scan and send their receipt to enter the draw.
- **6.5 Easter gift card disbursements** – Christina reported one final delivery that is required to fulfill distribution.
- **7.0 DOWNTOWN REVITALIZATION PROJECT (DRP) UPDATE**

Todd reported that the DRP has completed all surveys, and is preparing results to present to Council along with a 5–15-year plan based on feedback received. While conducting surveys, Todd noted that only 3 businesses were open on a Sunday afternoon – and those were doing a brisk business. It was commented that the York-Durham Heritage Railway is running weekend trains from now until Christmas and it might be helpful to provide businesses with their schedule should they wish to consider making changes to their hours.
- **8.0 NEW WEBSITE UPDATE**
 - **8.1 Status** – Julia is going to share with all members the ‘how-to’ steps required for them to login to update their own section of the business directory. Christina suggested that, if necessary, a webinar be held.
 - **8.2 Landing page edit** – Julia shared a recent issue that has come to light with having to remove live social media feeds from the bottom of the landing page, as per Township directive. As these feeds were hard coded, Julia is now unable to use the area for anything else other than straight copy. The Board is currently awaiting a quote to alter this area to make it useful for spotlighting partner programs, i.e. Veteran Banners, YDHR, etc... As soon as the quote is received it will be shared with the Board for feedback and vote.
- **9.0 NEW BUSINESS**
 - **9.1 Metal Banners** – No report due to Willie’s absence.
 - **9.2 Herrema sign** – Julia shared the Herrema trailhead sign design as provided by Amanda Ferraro. Due to colour limitations the BIA logo was unable to be included on this first of many signs. Julia to send approval to Amanda – NOTE: Julia updated the sign to reflect the change to use our friendly url to the landing page: www.uxbridge.ca/bia
 - **9.3 OBIAA’s CRM System** – Julia shared her experience completing a survey with the OBIAA regarding the many possible features of a new CRM system they are researching for use with all OBIAA members. This system could ease management of our own members through email, voicemail, text, social media and voice calls, tracking vacancies and issues, mapping businesses, conducting surveys and campaigns and tracking responses, and including a payment system. Julia predicted our budget being maximum \$1,000 annually for such a system. As more information is provided, Julia will share with the Board.
- **10.0 FINANCE / BUDGET**
 - **10.1 Third Quarter Budget update** – Julia reported that there have been very few budget additions in this last quarter, apart from the eSolutions invoice for web build, an annual Financial Statements fee for audit services, and a gift card charge for Easter promotion.
- **11.0 BOARD ROUND TABLE** – hot tubs and mini holidays and football and farms.
- **12.0 ADJOURNMENT** – 8:32 p.m.

Next BIA Board Meeting: *Tuesday, November 16th, 2021*