



MINUTES - MEETING OF THE UXBRIDGE BIA BOARD OF MANAGEMENT

Wednesday, August 3rd, 2022 7:00 p.m.

LOCATION: Microsoft Teams, UXBRIDGE, ONTARIO

Attendance: Christina Curry, Willie Popp, Val Little, Todd Snooks, Trish Bush joined 8:14 p.m.

Regrets: Stuart Mulcahy, Sameer Remtulla

- **1.0 CALL TO ORDER by the Chair - 7:07 p.m.**
- **2.0 DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF – none**
- **3.0 APPROVAL OF AGENDA for meeting dated August 3rd, 2022**
 - Motion to approve agenda: Willie 2nd: Todd
- **4.0 DELEGATION – none**
- **5.0 ADOPTION OF MINUTES for Meeting dated June 1st, 2022**
 - Motion to adopt minutes: Val 2nd: Todd
- **6.0 CORRESPONDENCE**
 - **6.1 Envision Durham - Implementation of the Provincial Agricultural System (2022-P-16)**
 - Motion to receive the report and for the Chair to follow up with Sharpe Farm Supplies:
Willie 2nd: Todd
 - **6.2 Andre Cohen – Hello’s Shop Local Gift Card program**
 - Motion to receive and to invite Mr. Cohen as delegation to September’s Board Meeting:
Willie 2nd: Todd
 - **6.3 Notice of Passing of Regional Transit Development Charges By-law (#39-2022)**
 - Motion to receive for information: Val 2nd: Willie
 - **6.4 DAAC 20th Annual Farm Tour invitation**
 - Motion to receive for information and to share invitation August Newsletter:
Todd 2nd: Val
 - **6.5 DMS 105.5 HTS FM promotion**
 - Motion to receive for information and to share in August Newsletter:
Willie 2nd: Val
- **7.0 REPORTS AND UPDATES**
 - 7.1 Summer Baskets – Christina reported that summer baskets have been installed, although they are of a smaller size than usual (16”), due to their being repurposed from last season. Willie recommended the budget be increased to incorporate larger, fuller looking baskets for 2023.
- **8.0 DOWNTOWN REVITALIZATION PROJECT (DRP) UPDATE – no news to report**
- **9.0 WEBSITE UPDATE**
 - Julia reported on the removal of the ‘State of Emergency’ banner, the posting of the news release notification of Disaster Relief available to businesses, as well as links to the public meeting post-event, the removal of the Springtide link post-event and the addition of the Mayor’s Golf Tournament call-to-action. Once Julia receives the Après Trail artwork it too will be added to the site.
- **10.0 NEW BUSINESS**
 - **10.1 AGM** – Julia shared details of the upcoming AGM, namely the date, location, the hybrid element, and invitations to several exhibitors to share information with attendees.

- Willie clarified the event will be a short presentation followed by reception, with doors opening at 6:30 p.m., presentations beginning at 7 p.m., and the event ending by 9 p.m. It was suggested invitations be extended to stakeholders within Durham Region Ag/RED, Digital Main Street, Downtowns of Durham, Tourism, CCT, Council and Township C-level staff. Julia will generate invitations to all listed above, create and distribute a 'save the date' email, create and distribute an Evite, and will develop a catering list and supplies with Christina. The Budget is to be printed on an easel for display. Regarding the presentation, topics will include Covid, moving forward, introduction of the exhibitors, and discussion of all required topics as per our Rules of Procedure (Financial Statements and Report, Auditor's Report, Annual Budget, Annual Report of the Board of Management, Minutes of the last AGM, and Election of the Board). Julia will check with the Clerk as to whether voting on the above is required.
- **10.2 CCT Funding Opportunity** – Christina shared that she will present a new Report to Council on Monday August 8; Willie and Todd shared the scope of work going on behind the scenes, as we are not yet able to announce specific details.
- **10.3 Downtowns of Durham** – Christina presented the completed window cling artwork that will be installed very shortly at 23 and 43 Brock Street West.
 - Motion to receive for information: Willie 2nd: Val
- **10.4 Sunday Shopping Pilot Survey Results** – Christina reviewed the survey results tallied from both the fall 2021 DRP survey and the July Sunday Shopping survey undertaken by Todd and Julia to gather information from downtown businesses on their desire - and level of assistance required - to open or extend existing hours on Sundays for a trial period. It was explained that while some businesses have had to close Sundays due to lack of staffing or foot traffic, others were overwhelmed with business. Trish mentioned that the YDHR train not currently running has affected her business, and unfortunately consistent foot-traffic cannot be relied upon when paying for staff. Julia shared the recent full-page Saturday Toronto Star feature edition focusing on Uxbridge, and how it may bring new out-of-town visitors. Willie suggested adding this survey information to the AGM agenda.
 - Motion to receive statistics for information and add to the AGM agenda: Trish 2nd: Val
- **10.5 Welcome New Businesses** – Christina shared the locations of the BIA's 2 newest businesses: Brooklin Vintage and Canadian Fibreglass Pools.
- **10.6 Holiday Shopping Pullout** – Julia shared 2022's proposed 8-page spread cost and timing estimates, compared with 2021's 5-page spread. Todd suggested including this in the AGM presentation. Christina suggested the timing of the run be around the Santa Claus Parade (Nov. 17th), calling it 'BIA's Kickoff to Holiday Shopping'. Julia shared that \$2K unused at Easter could be added to the budgeted \$2K to pay for this year's 8-page/\$4K pullout.
 - Motion to add the pullout to the AGM presentation, and follow up with the Cosmos to confirm an 8-page pullout: Willie 2nd: Val
- **11.0 FINANCE / BUDGET**
 - **11.1 Final Financial Statement**
 - Motion to receive and accept the final Financial Statement: Willie 2nd: Trish
 - **11.2 Quarterly Report**
 - Motion to receive and accept the quarterly report ending June 30: Todd 2nd: Val
- **12.0 BOARD ROUND TABLE**
- **13.0 ADJOURNMENT** - Motion to adjourn at 9:05 p.m.

Next BIA Board Meeting: *Wednesday, September 7th, 2022*