



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

Tuesday March 2<sup>nd</sup>, 2022 7:00 p.m.

LOCATION: Microsoft Teams, UXBRIDGE, ONTARIO

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

Regrets: Stuart Mulcahy

- **1.0 CALL TO ORDER by the Chair** - 7:40 p.m.
- **2.0 APPROVAL OF DRAFT AGENDA for meeting dated March 2<sup>nd</sup>, 2022**
  - Motion to approve draft agenda: 1<sup>st</sup>- Val | 2<sup>nd</sup>- Trish > Approved
- **3.0 DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF**
  - None
- **4.0 ADOPTION OF MINUTES for Meeting dated February 2<sup>nd</sup>, 2021**
  - Motion to adopt minutes: 1<sup>st</sup>- Val | 2<sup>nd</sup>- Willie > Approved
- **5.0 CORRESPONDENCE**
  - **5.1 Envision Growth Management Study – Alternative Land Need Scenarios (Report #2022-INFO-9)**
    - Motion to receive and to forward to membership via Newsletter: 1st - Val | 2nd - Willie > Approved
  - **5.2 Email: S. Remtulla – Installation of EV Charging Stations**

Julia reported that Township Treasury has applied for 2 grants pertaining to this and is awaiting an announcement re: awarding. Todd added that the Township proposed 2 locations as part of a Regional Grant which are planned for behind the Township office and Library – both on municipal property as per the Grant requirement.
  - **5.3 Council motion – extend Restart Agreement Fund**

This motion was geared more toward the Municipality requesting funds. Received for information.
  - **5.4 Council motion –request Funding to Assist Businesses Affected by the Pandemic**
    - Motion to receive and to support any effort to advocate for greater financial assistance for local business from upper levels of government: 1st - Willie | 2nd - Val > Approved
  - **5.5 Tourism minutes from February 2022 meeting**

As part of a new initiative towards greater communication between Tourism and the BIA, both Committees will now share monthly minutes in order to apprise one another of upcoming initiatives, specifically those falling within the next 90 days so as to promote greater involvement from all parties. As of February, Tourism will be promoting the L.M. Montgomery Trail again this year and the BIA is eager for all member businesses to be invited to take part, if they so wish.

    - Motion to receive: 1st - Willie | 2nd - Todd > Approved
  - **5.6 Email – C. Baskin – Fire Plan Survey**

Christina requested, as per C. Baskin’s email, for Julia to include the Fire Plan Survey in March’s Newsletter.
- **6.0 DELEGATIONS - none**
- **7.0 REPORTS AND UPDATES**
  - **7.1 COVID** – Christina reported that restrictions have lifted although masking is still in effect.
  - **7.2 Tourism/Holiday Trail** – Lisa postponed her report to April.
  - **7.3 Beautification:**

**Banner Tender** – Julia reported meeting with Town Clerk Deb Leroux on preparation of the Tender and shared the following recommendations:

    - If the BIA is interested in installing metal and vinyl banners, it is highly recommended to create 2 tenders – 1 for each material.

- All winning graphic designs should be decided upon prior to, and provided within Tender. In considering designs, outline theme(s) and use of words or images only – making note of use of inappropriate images.
- Copyright use should be outlined as should credits or prizes awarded.
- Include within Tenders Schedules for 1) maps of pole locations; 2) dimensions of each type of banner and schematic showing percentage of the banner the graphics will take up (referencing Tracy Walker invoices for specs); and 3) BIA zone map and description.
- All hardware requirements should be outlined, as well as metal gauge required.
- Provision of description of poles (hydro vs./ lightpoles), and perform a current inventory of hardware.
- Proof of Insurance and WSIB likely will required, as will required material, labour, tools, trucks and/or appliances.

Discussion surrounded the benefits and cost reduction of simplifying to vinyl only. Willie felt the look of metal reflects art and long-term features rather than short-term events. Christina was mindful of costing other banner partners (i.e. Legion) additional cost that may be associated with using metal banners. Many agreed that using metal in designated Tourist zones would provide an attractive and creative solution. Willie requested that Julia share our banner plans with Tourism. Willie will contact AVEC Chair Bruce Garrod. Christina suggested contacting Studio Tour President Leslie Wilkins. Willie clarified the method of collecting designs as a ‘selection process’ rather than a contest.

- **7.4 Tree Lights** –Christina reported that Penn & McGuire (P&M) replaced Home Hardware and Lemonade Stand tree lights and will provide a quote to redistribute existing lights on remaining trees as receptacles are open to elements, there are broken strands and some lights were wound tightly around ever-growing trees. Julia reported currently processing an invoice for additional accessories from ‘Illuminations’, and was approved to pay the current P&M invoice for installation.
- **7.5 Summer Baskets** – nothing to report.

- **8.0 DOWNTOWN REVITALIZATION PROJECT (DRP) UPDATE**

Judy has been focusing on pressing leadership to continue planning and moving forward. A concerted team effort with ACT (Active Transportation), Age Friendly, Public Works, Development Services and Parks means that once grants become available the documentation work will be ready and able to respond quickly to applications.

- **9.0 NEW WEBSITE UPDATE**

- **9.1 Photography and Gallery** - Julia screenshared the website, showing the new Gallery page that showcases Holiday Trail and John Cavers winter images (to come). Christina suggested using some of John Caver’s business images within the Directory
- **9.2 Website maps** – Julia shared that Chrismar is moving forward to create a BIA zone map for the website. The Board did not feel it necessary to include an interactive aspect of zooming into business locations, as that is currently offered within the Directory via Google Maps. Julia to have Chrismar include benches, parking, trail heads, bike racks and repair kits on BIA zone map, with the ability to add on washrooms and EV charging stations at a later date.
- **9.3 Web hosting annual fee** – Julia relayed the meeting with Deb and eSolutions re: increase in cost of annual web hosting and the non-custom Directory and will follow up directly with eSolutions.

- **10.0 OTHER BUSINESS**

- **10.1 AGM** – Dates and capacities allowed were discussed, with consideration landing on late spring/early summer.
- **10.2 MPP update** – Willie shared that in a recent funding announcement meeting with MPP Peter Bethlenfalvy (Minister of Finance) the Minister asked for feedback directly from Uxbridge business owners.

- **11.0 FINANCE / BUDGET**

- **2022 Budget** – Julia reported minimal spending for the first quarter.

- **12.0 BOARD ROUND TABLE – none**

- **13.0 ADJOURNMENT** - Motion to adjourn at 9:17 p.m.

**Next BIA Board Meeting: *Wednesday, April 6, 2022***