



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

Tuesday, May 4<sup>th</sup>, 2022 7:00 p.m.

LOCATION: Microsoft Teams, UXBRIDGE, ONTARIO

**Attendance:** Christina Curry, Stuart Mulcahy, Willie Popp, Val Little, Sameer Remtulla – 8:38 p.m.

**Regrets:** Todd Snooks, Trish Bush. Stuart Mulcahy exited at 8:37 p.m.

- **1.0 CALL TO ORDER by the Chair** - 7:06 p.m.
- **2.0 DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF**
  - None
- **3.0 APPROVAL OF DRAFT AGENDA for meeting dated May 4<sup>th</sup>, 2022**
  - Motion to approve draft agenda: unable to vote due to lack of quorum
- **4.0 DELEGATION – TOWN TROLLEY TOURS, Michael Bryant**

Mr. Bryant introduced himself and explained how he came to acquire a model of a turn of the century model trolley. Now refurbished, MTO approved, and fully insured (although not fully accessible) he explained how the business offers a variety of tours which can be geared toward local features and tourist locales. The trolley sides offer advertising opportunities. Christina welcomed his business and offered him to drop off business cards.
- **4.1 DELEGATION – SPRINGTIDE, Les and Heather Goldberg**

Now in its 3<sup>rd</sup> year, Springtide brings a variety of music to unusual venues throughout the downtown. Beginning Thursday July 21<sup>st</sup>, 2022 with an event at the Music Hall, various musical acts will be setup on stages as well as pop-up events within store fronts across Friday and Saturday. Heather reported that previous events brought 1K visitors and \$100K in additional spending to Uxbridge. Talent ranges from local musicians to Juno-award winning acts. The BIA was asked to sponsor a BIA-branded area along Brock St. containing 10 performers, for \$1,000. Springtide would provide sandwich boards/flags, sound equipment, maps etc. Willie queried the issues of closure of Brock St. as well as current bylaws as they apply to a street event. Christina offered to provide a decision next week.
- **5.0 ADOPTION OF MINUTES for Meeting dated April 6<sup>th</sup>, 2022**
  - Motion to adopt minutes: unable to vote due to lack of quorum
- **6.0 CORRESPONDENCE**
  - **6.1 Envision Durham-Growth Management Study-Land Need Assessment-Staff Recommendation on Scenarios (Report #2022-P-11)**

Willie requested this item be added to the May Newsletter as well as the website.
  - **6.2 OBIAAs Main Street Means Business Election toolkit**

Julia shared an overview of the report which outlines how the OBIAA intends to open up for review with the Provincial government, and amend the Municipal Act to improve BIA access to funding and grants.
- **7.0 REPORTS AND UPDATES**
  - **7.1 COVID** – Christina reported that the new head of Durham Region Health has enacted regulations to require personal services to be inspected over the next few weeks
  - **7.2 Tourism** – Julia reported that a recent Tourism Newsletter inviting business to take part in this year's LMM Trail/Anne & Maud Experience missed a good many BIA businesses, and suggested the BIA share the newsletter to all members. Julia shared the newsletter with all BIA business members.

- **7.3 Beautification: Banner Contract extension** – Christina explained that Tracy Walker was contacted to request an extension to the contract of current banners. Julia reported she is supportive of the BIA using the banners up to 2 additional years (to May 2025) for an additional cost of \$250.
  - Motion to extend current banner contract for \_ years: unable to vote due to lack of quorum
- **7.4 Summer Baskets** – Julia confirmed that Parks and Public Works departments received coffee and baked good thank yous for removal of winter baskets.
- **7.5 no item listed**
- **7.6 Window Cling Proposal with Downtowns of Durham** – 4 downtown location options were shared by Willie as possibilities to receive a window cling install. Oshawa’s design version was shared with Board, however Julia clarified that one of two Uxbridge designs would be used in the Uxbridge installation. Willie reported he would bring to the next Council meeting a request for by-law exemption to allow their installation.
- **Cemetery Road meeting report** – Willie spoke to the Cemetery Road meeting.
- **8.0 DOWNTOWN REVITALIZATION PROJECT (DRP) UPDATE**

Willie shared that Judy has presented her final report and pathway forward, with TPP providing suggested design renderings. While the grant for a pop-up downtown square was declined, the DRP continues to search for new grants that would allow Uxbridge to test the uses of a Town Square. The CIP grant will allow for the creation of new bylaws to entice property owners toward larger improvements that respect a heritage look.
- **9.0 NEW WEBSITE UPDATE**
  - **9.1 Site Update** - Julia shared the contents of 3 new Call-To-Action (CTAs) boxes on the landing page, as well as developments made with eSolutions on the creation of a Newsletter page and its use. Julia reported 7 new businesses added to the business directory, all reaching out after receiving the April newsletter. This response lead to a suggestion that the Business Directory instructions continue to be included in Newsletters for the time being.
  - **9.2 Chrismar Maps** – Julia screen-shared the revised Chrismar map showing 2 plazas and new streets that were overlooked in the initial design. Julia to add other plazas, utilize icons to identify car dealerships, and add a legend and paragraph drafted from the website.
  - **9.3 Old BIA files** – Julia reported that thanks to backup policies changing at the Township, she was able to move all old desktop, hard drive, iCloud and dropbox files from the old BIA laptop to Sharepoint which is backed up daily by the Township, and allows for remote access of files. This coincides with Julia moving all current files to Sharepoint as well.
- **10.0 OTHER BUSINESS**
  - **10.1 AGM** – Julia reported that the Township has installed new hybrid meeting technology but as difficulties are being experienced, the decision to hold the AGM in Council chambers will wait another week. Julia has acquired nametags for the event. Date was unable to be determined due to lack of quorum.
  - **10.2 Huck Finn Event** – Christina reported a successful event for the past 2 weeks of Huck Finn.
  - **10.3 BIA Hut** – Christina reported that more information is coming soon.
  - **10.4 Homelessness Response Toolkit** – Julia shared the overview of the Toolkit provided by OBIAA and suggested that the BIA create a reference page containing local contacts for use by BIA businesses. Julia will move ahead with this project.
- **11.0 FINANCE / BUDGET**
  - Motion to receive and accept financials ending March 31: unable to vote due to lack of quorum
- **12.0 BOARD ROUND TABLE**
- **13.0 ADJOURNMENT** - Motion to adjourn at 8:44 p.m.