



MINUTES - MEETING OF THE UXBRIDGE BIA BOARD OF MANAGEMENT

Tuesday, May 23rd, 2023 7:00 p.m.

LOCATION: Municipal offices Boardroom / Microsoft Teams

Attendance: Willie Popp, Todd Snooks, Zed Pickering, Joanne Richter, Julia Shipcott, Sierra Miller

Guests: Vessna Romero

Regrets: Val Little, John Milne

1.0 CALL TO ORDER by Chair, Joanne Richter – 7:00 p.m.

2.0 DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF – none

3.0 APPROVAL OF AGENDA for meeting dated July 31st, 2023

- Motion to approve agenda: Quorum not achieved; no approval permitted.

4.0 ADOPTION OF MINUTES for Meeting dated June 26th, 2023

- Motion to approve minutes: Quorum not reached achieved; no approval permitted.

5.0 DELEGATIONS

- **5.1 Vessna Romero, Uptown Customer Appreciation Event** – Mrs. Romero discussed that herself, along with the owners/operators of Global Pet Foods, Today's Natural Solutions Health Store, the LCBO, and Harvey's/Swiss Chalet, will be hosting the "Uptown Customer Appreciation Day Event" on Friday, August 11th during respective store hours. Mrs. Romero is eager to have events and promotion take place within "Uptown" Uxbridge and looks forward to providing input in future events. Sierra suggested posting promotional materials to the BIA's social media channels and including it in the upcoming newsletter.
 - **Action item:** Sierra to reach out to Vessna to receive event flyer for posting on BIA social media.
- **John Perks, Upcoming Events** – Mr. Perks shared with the board several upcoming events at the YDHR including the Dino Fest, taking place the last 10 days of August and throughout the September long weekend, and the Murder Mystery Trains, running August 3rd-12th. Mr. Perks expressed interest in working with the BIA and offered to have his advertisement packages sent to the BIA for dissemination with the BIA members. The board agree to accept the advertisement package. Joanne inquired about potentially having a BIA booth at YDHR events; Mr. Perks offered both the BIA and its members the ability to have booths at the events.

6.0 BOARD BUSINESS –

- **6.1 New meeting date** – Willie brought forth the idea of having morning meetings. Joanne asked Sierra to create a new doodle poll to gather input on morning meetings. The board agreed that meeting less and doing more via subcommittees is optimal.
 - **Action item:** Sierra to create doodle poll to gain opinions on morning meetings.

- **6.2 Strategies for building board** – Joanne felt the board is working well to recruit additional directors, including Lisa and Lee. Sierra informed the board of three other potential applicants – Jessie Davis, Edward Yaghledjian, and Yiyuan Wang.
- **6.3 Job opening discussion** – Joanne expressed interest in having the BIA membership coordinator position full-time, which would allow time for more engagement with BIA members. The board discussed if a job posting for a full-time position can be created and posted without quorum. Willie explained an emergency meeting, with at least 24-hour notice, would have to be initiated. The board aims to have the job posting up by mid-August.
- **6.4 Timeline for new banners** – Julia informed the board that the current banner policy is in effect until May 2024. Joanne discussed what the board’s next steps are for obtaining new banners, which includes: sourcing vendors, selecting a material and design, and having them produced. Willie suggested Sierra reach out to Debra at Sheer Display to gain information on inventory. The board discussed the idea of having a design competition amongst local artists.
 - **Action item:** Sierra to reach out to Debra about banner inventory.

7.0 CORRESPONDENCE – there was none.

8.0 REPORTS AND UPDATES – there was none.

9.0 DOWNTOWN REVITALIZATION PROJECT (DRP) UPDATE – Willie spoke to the most recent Downtown Revitalization Committee meeting, in which sub-committees are being established. Willie shared that the committee is currently in the process of establishing a patio policy. Finally, Willie mentioned a parking study that is currently underway to determine what is required to ensure adequate parking for new businesses and develops specifically within the downtown.

10.0 WEBSITE UPDATE

- **10.1 Council Headshots updates** – Sierra asked Councillors to send in their preferred headshot for the website.
- **10.2 Newsletter release and schedule** – Joanne suggested a newsletter go out sometime this week if possible. The board suggested upcoming events and dates of importance be added to the newsletter, including Spooky Saturday (October 28th), Fear Grounds, Holiday Trail (Dec. 8 & 9th), Santa Claus Parade (Nov. 18th) and YDHR events. The board also recommended sending the newsletter to Tourism.
 - **Action item:** Sierra to create and publish newsletter for the first week of August.

11.0 OTHER BUSINESS

- **11.1 Where’s Waldo** – The board had a discussion about the Where’s Waldo Event that took place. The board hopes to be able to build a relationship and trust with BIA members in which they feel comfortable approaching the board with ideas for event in the future.
- **11.2 OBIAA AGM Conference Location** – Sierra informed the board that the OBIAA AGM Conference is being held in Mississauga next year. Julia suggested the board considers increasing budge for this as the current budget only covers the cost for one member to attend.
- **11.3 Accessibility training dates** – Sierra brought forth the intention to select accessibility training dates. Julia reached out to Emily to clarify who is being trained.
 - **Action item:** Sierra to provide Emily Elliot training dates later this fall.

12.0 FINANCE / BUDGET

- **12.1 Quarterly Budget Review** – Sierra shared the quarterly budget.

- **12.2 Revised Park's Dept. Watering Budget** – Sierra shared the revised watering budget. The board suggested changes be made to the current MOU.
 - **Action item:** Sierra and Zed to reach out to Courtney about updating MOU.
- **12.3 Purchasing additional baskets from Equinox** – Sierra shared idea of purchasing an addition 10 baskets that are missing, this would cost approx. \$3,323. Due to lack of quorum, this item was tabled.

13.0 BOARD ROUND TABLE

14.0 ADJOURNMENT - Meeting adjourn at 8:41 p.m.

Next meeting: TBD once results from new meeting doodle poll are received.