



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

Thursday, Nov. 23<sup>rd</sup>, 2023 7:00 p.m.

LOCATION: Municipal offices Boardroom / Microsoft Teams

**Attendance:** Willie Popp, Joanne Richter, Sierra Miller, Lee Hawn, Valerie Little, Zed Pickering  
**Guests:** Jacqueline Hermans  
**Regrets:** Yiyuan Wang, Todd Snooks, Lisa Ritchie, Dana Middleton

**1.0 CALL TO ORDER** by Chair, Joanne Richter – 7:01 p.m.

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

**3.0 APPROVAL OF AGENDA** for meeting dated Oct. 26<sup>th</sup>, 2023

- Motion to approve agenda: Willie, 2<sup>nd</sup>: Val

**4.0 ADOPTION OF MINUTES** for meeting dated Sept. 28<sup>th</sup>, 2023

- Motion to approve minutes: Lee 2<sup>nd</sup>: Willie

### 5.0 DELEGATIONS

- **5.1 Jacqueline Hermans - NRG 4 Life** - The focus of the NRG delegation was on providing corporate rates for BIA members and their family members. Membership activation requires a minimum of two individuals, with increasing discounts based on the number of participants. The rate structure is as follows:
  - 2-5 members 10% discount
  - 6-10 members: 15% discount
  - Above 10 members: 20% discount
- Seniors and students are eligible for the senior rate, along with the applicable corporate discount. This offer is activated under the BIA and is valid for BIA businesses' staff and their families. A communication will be sent out to the membership through the December newsletter.

### 6.0 BOARD BUSINESS –

- **6.1 Downtown Marketing Hire** – Sierra made an announcement for the Downtown hire, welcoming Kurtis.
- **6.2 Budget** – The committee reviewed the budget and it was ultimately tabled for future consideration at an early January meeting.

**7.0 CORRESPONDENCE** – there was none.

### 8.0 REPORTS AND UPDATES –

- **8.1 MOU and Watering Budget** – This item was tabled for further discussion at a later date once all board members have reviewed the document.
- **8.2 Downtown Revitalization Update** – no update.

### 9.0 OTHER BUSINESS

- **9.1 Holiday Trail** – Updates were provided on the Holiday Trail, highlighting the purchasing of the big games and the map nearing completion.
- **9.2 Christmas Crawl** – no update.

#### **10.0 FINANCE / BUDGET**

- **10.1 October 2023 Report** – Sierra shared the October 2023 Report with the board.
  - Motion to receive October 2023 Report: Willie, 2<sup>nd</sup>: Val

**11.0 BOARD ROUND TABLE** – Sierra shared that a total of 31 ads have been received for the Holiday Pullout in the Cosmos.

**12.0 ADJOURNMENT** – Meeting adjourned at 9:02p.m.

Next meeting: TBD