



MINUTES - MEETING OF THE UXBRIDGE BIA BOARD OF MANAGEMENT

Thursday, Oct. 26th, 2023 7:00 p.m.

LOCATION: Municipal offices Boardroom / Microsoft Teams

Attendance: Willie Popp, Todd Snooks, Joanne Richter, Sierra Miller, Lisa Ritchie, Dana Middleton, Lee Hawn

Guests:

Regrets: Valerie Little, Zed Pickering, Yiyuan Wang

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 Oct. 26th, 2023

- Motion to approve agenda: Lisa, 2nd: Dana

4.0 ADOPTION OF MINUTES for meeting dated Sept. 28th, 2023

- Motion to approve minutes: Dana 2nd: Willie

5.0 DELEGATIONS

- **5.1 Emily Elliot – Accessibility Training** – Emily Elliot and members of the Accessibility Advisory Committee presented training materials to the board.
- **5.2 Dana Middleton – Christmas Crawl Support** – Dana explained the Christmas Crawl event to the board and discussed the aim at expanding the event this year. Dana requested support in terms of advertising and promotion, along with the creation of a Christmas Crawl map for the event.
 - **Action item:** Sierra to reach out to Katlyn regarding advertising methods for Holiday Trail.
 - **Motion** to agree in principle to support the Christmas Crawl event with more details to be determined: Willie 2nd: Lisa

6.0 BOARD BUSINESS –

- **6.1 Downtown Marketing Hire** – Sierra provided an update regarding the hiring process of Downtown Marketing Coordinator and the upcoming stakeholder meeting.
- **6.2 Full-time BIA Coordinator** – The board discussed the next steps of BIA full-time hiring process, which was identified to be the development of a full-time job description.
 - **Motion** to extend Sierra’s contract until March 10th: Lee, 2nd: Dana.
- **6.3 Spooky Saturday** – Sierra provided update on Spooky Saturday. The board agreed to begin the planning for this event further in advance in 2024.
- **6.4 Banners** – Sierra presented banner samples and updated quotes from four different vendors. The board agreed that block-out vinyl is better than mesh banners. The board discussed issues around design when a new downtown brand will be developed soon. The board discussed concerns regarding the inclusion of “uptown”

within the design. Suggestion to incorporate the various districts in the banner designs.

- **Motion** to defer production of new banners until new downtown coordinator is hired: Willie, 2nd: Lee

- **6.5 Winter Baskets** – Sierra provided an update, stating that the winter baskets are confirmed, and arrival is expected for the week of Nov. 13th.
- **6.6 Summer Flower Baskets 2024** – Sierra presented two quotes for 2024 baskets: a quote from Otters for \$7,500 and a quote from Vandermeer for \$12,086. Sierra requested a quote from Vandermeer as they have experience working with the baskets the BIA has and they have experience working with other municipalities. The Parks Department informed Sierra that they believe they know how to properly water the baskets after having investigated the baskets' mechanisms and feels the baskets will have more success next season with additional watering and new fertilizer.

- **Motion** to continue with Otters for 2024 baskets: Lisa, 2nd: Lee

7.0 CORRESPONDENCE – there was none.

8.0 REPORTS AND UPDATES –

- **8.1 MOU and Watering Budget** – tabled until next meeting.
 - **Action item:** Sierra to set-up meeting to discussed this with Willie.
- **8.2 Downtown Revitalization Update** - Willie spoke to updates regarding streetscaping for downtown along with the patio policy. Willie also updated the board on YDHR's lease with the Township, stating a renewal of the lease will not occur unless cleanup is completed, and outstanding balances are paid. Willie also touched on the Victoria Drive building and the possibility of an open house taking place to fill spots within the building.

9.0 OTHER BUSINESS

- **9.1 BIA Hut in Santa Claus Parade** – the board discussed if the BIA would like to have the BIA hut set-up at Town Square or as a float in the Uxbridge Santa Claus Parade.
 - **Action item:** Willie to reach out to Mr. and Mrs. Claus regarding post-parade activities.
 - **Motion** to have BIA hut placed in Town Square for the Uxbridge Santa Claus Parade.
- **9.2 Hits 105.5 Commentary** – Sierra asked the board whether they would like to accept the Hits 105.5 proposal regarding parade messaging for downtown businesses. The board agreed it is not worthwhile for businesses and declined the offer.
- **9.3 BIA Hut in Fantasy of Lights** – The board discussed the use of the BIA hut in the fantasy of lights and if they would staff it to hand out hot chocolate. The board agreed to have the BIA hut in the fantasy of lights, but not have it staffed.

10.0 FINANCE / BUDGET

- **10.1 Budget Preparation** – Sierra mentioned the need to prepare 2024 budget as BIA presents in January of 2024. There is a need to right size the 2023 budget before prepping for 2024.
 - **Action item:** Sierra to set-up meeting with Willie to discuss budget preparation.
- **10.2 BIA Q3 Report** – Sierra shared the Q3 report with the board.

11.0 BOARD ROUND TABLE – Sierra shared that the October edition of the BIA Newsletter had a 51% open rate. A 30% increase since July.

12.0 ADJOURNMENT – Meeting adjourned at 9:04p.m.

Next meeting: Nov. 23rd @ 7:00p.m.

