



MINUTES - MEETING OF THE UXBRIDGE BIA BOARD OF MANAGEMENT

Thursday, September 28th, 2023 7:00 p.m.

LOCATION: Municipal offices Boardroom / Microsoft Teams

Attendance: Willie Popp, Zed Pickering, Joanne Richter, Sierra Miller, Valerie Little, Lisa Ritchie, Yiyuan Wang, Dana Middleton, Lee Hawn

Guests:

Regrets: Joanne Richter, Todd Snooks

1.0 CALL TO ORDER by Acting Chair, Valerie Little – 7:04 p.m.

3.0 DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF – none.

3.0 APPROVAL OF AGENDA for meeting dated Sept. 28th, 2023

- Motion to approve agenda: Lisa 2nd: Willie

4.0 ADOPTION OF MINUTES for Meeting dated Aug. 31, 2023

- Motion to approve minutes: Zed 2nd: Willie

5.0 DELEGATIONS – none.

6.0 BOARD BUSINESS –

- **6.1 New Township Job Discussion** – Sierra provided background information and an update on the status of the Township's new Downtown Marketing Coordinator position. Sierra informed the board BIA members are to meet establish goals and objectives the Board wishes to see emerge from new hire before next meeting with the Township in mid-October.
 - **Action Item:** Sierra to set-up a meeting for anyone interested in participating in further discussion.
- **6.2 Full-Time BIA Job Discussion** – Sierra shared numbers on the cost of hiring a full-time position. There was discussion around if it is worthwhile to transition the BIA Member Services Coordinator position into a full-time role. Willie discussed the benefits of having a full-time staff member, which includes hosting more events, bridging the relationship with Tourism, establishing a face to the membership. Sierra informed the board that any member, excluding councillors, are able to participate in the hiring process.
 - **Action Item:** Sierra to coordinate meeting for Joanne and other members to discuss the hiring process with the Township.
- **6.3 Spooky Saturday** – Sierra presented Spooky Saturday materials. Dana suggested the addition of additional information on the poster. Sierra discussed the idea to collaborate with the Museum to incorporate Toronto St. stores in the event and to utilize the Town Trolley again this year. Willie provided update on candy acquisition.
 - Motion to support the use of the Town Trolley and Museum partnership:
Lisa 2nd Valerie

- **Action Item:** Sierra to send out invitations, update promotional materials, begin promotion, and continue coordination with Museum Curator.
- **6.4 Banners** – Sierra provided update on banners. The board suggested Sierra inquire if vendors can provide sample of vinyl material. Zed suggested researching if any vendors work with other local municipalities. Sierra informed the board the BIA received a banner request and with the Township’s new Banner Policy taking effect, all requests are to be sent through the Township prior to collaboration with the BIA.
 - **Action item:** Sierra to inquire about banner samples and research other municipalities’ banner vendors.
- **6.5 Winter Décor** – Sierra presented alternative options for winter décor. The board discussed issues surrounding lighting options and the ability to fix issues in a timely manner when they arise. Members also discussed complaints received regarding winter baskets. Alternatives were suggested including the use of solar lights to help baskets remain visible. The board agreed to continue with winter baskets this year and to budget for alternative winter décor for next winter season.
 - Motion to proceed with winter baskets for 2023: Willie 2nd: Lee
- **6.6 Flower Baskets 2024** – Sierra informed the board flower baskets for summer 2024 need to be coordinated in the coming weeks. The board agreed the baskets this summer were nice and to continue with them. Willie provided flower suggestion received by Christina Curry. The board agree to go ahead with the flower recommendations.
 - **Action Item:** Sierra to confirm flower recommendations with Parks Department to ensure consistency and coordination.
- **6.7 Social Media Campaigns** – Sierra presented social media campaigns to boost BIA awareness and clarification.
 - Motion to begin social media campaign: Zed 2nd: Lisa

7.0 CORRESPONDENCE – none.

8.0 REPORTS AND UPDATES –

- **8.1 MOU and Watering Budget** – Sierra presented revised MOU and suggested board members send any edits via email. Board to review and discuss further next meeting. This item was re-tabled.
 - **Action item:** Sierra and Willie to meet to review MOU.
- **8.2 Downtown Revitalization Update** – Willie spoke to CIP applications and work toward enticing business owners, including the CIP brochure being sent out with tax forms. He shared updates regarding the Post Office building and renderings underway. Sub-committees are being form to address street furniture such as benches and bike parking. Willie informed the board that an order to comply to clear space where Brock St. fire occurred and the lot where old gas station stood has remediation ongoing. Judy from DRP is willing to attend BIA meetings if necessary.

9.0 OTHER BUSINESS –

- **9.1 Holiday Trail Update** – Sierra provided update regarding Holiday Trail and confirm the board approves the use of the BIA hut as a warming station during the event. The board discussed frustration with last-minute notification of themes. The board agreed planning and communication should be done well in advance of events.

- **9.2 Santa Claus Update** – Sierra provided update on Hits 105.5 promotional offer. The board felt there may not be value in this promotion. The board discussed how they would like to be promoted during the parade as the BIA is the highest sponsor. Board agreed to circle back with ideas next meeting
 - **Action Item:** Willie and Sierra to meet to discuss promotion.

10.0 FINANCE / BUDGET –

- **10.1 Budget 2024/2025 Preparation** – Sierra informed the board BIA budget planning will need to begin shortly.

11.0 BOARD ROUND TABLE –

12.0 ADJOURNMENT – Meeting adjourned at 8:54p.m.

Next meeting: Oct. 26 @ 7:00 p.m.