



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

Thursday, Mar. 28th, 2024 7:00 p.m.

LOCATION: Municipal Offices Boardroom / Microsoft Teams

**Attendance:** Joanne Richter (Virtually), Lee Hawn, Sierra Miller, Willie Popp, Zed Pickering, Valerie Little, Todd Snooks, Dana Middleton, Yiyuan Wang (Virtually), Lisa Ritchie

**Guests:** Tania Senior, Judy Risebrough, Kurtis McAleer

**Regrets:**

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

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

**3.0 APPROVAL OF AGENDA** for meeting dated Mar. 28th, 2024 –

- Motion to approve the agenda: Willie 2nd: Lee

**4.0 ADOPTION OF MINUTES** for meeting dated Feb. 22nd 2024 –

- Motion to adopt minutes: Lee 2<sup>nd</sup>: Valerie

### 5.0 DELEGATIONS

**5.1 Tania Senior: Springtide** – Tania provided an overview of Springtide events and programs and asked the board if they would be willing to:

- Sponsor in the amount of \$1,500 like years prior
- Borrow the BIA Hut for one day of the event (likely Saturday)
- Borrow the sound system for 5 Sundays for the Farmers Market with BIA signage at the Farmers market as way to acknowledge the BIA's contributions

The board asked if the BIA's sponsorship would be put towards a specific purchase. Tania explained the funds would help the event generally in regards to budget. The board discussed the use of the hut so long as BIA businesses could display promotional materials in the hut during the event. The board agreed in principle to support Springtide and to discuss a monetary sponsorship offline. Joanne acknowledged a pecuniary interest regarding Springtide and would excuse herself from any further conversations regarding Springtide.

- Motion to support Springtide in principle with more details to follow and have staff work with Springtide on this: Lee, 2<sup>nd</sup>: Valerie
  - **Action Item:** Sierra to send BIA event budget to the board and to follow up with Tania regarding the BIA Board's decisions.

**5.2 Judy Risebrough: Downtown Revitalization** – Judy introduced herself and provided background and updates on the Downtown Revitalization Project.

**6.0 BOARD BUSINESS** –

**6.1 New BIA Chair Discussion** – Joanne announced intention to step down from chair position as her one-year term is almost up. New chair to be selected by the end of April and board members encouraged to think about the opportunity. Joanne to help transition the new chair into the position.

## **7.0 CORRESPONDENCE –**

**7.1 OBIAA Announcement: Municipal Act for BIAs** – Sierra and Joanne discussed the new initiative by the OBIAA to implement legislation representing BIAs solely rather than being represented and regulation under the Municipal Act. OBIAA is seeking BIAs to send in letters of support for this initiative.

- **Action Item:** Sierra to send the Letter of Support template to board members.

## **8.0 REPORTS AND UPDATES –**

**8.1 Downtown as a Destination: Kurtis McAleer** – Kurtis discussed the event tracker which will commence in May and his progress on the developing marketing primarily for social media to showcase downtown events. Kurtis also highlighted upcoming events including:

- Downtown Summer Social on July 21<sup>st</sup>
- An event on August 25<sup>th</sup> in relation to Autofest
- The Harvest Moon Festival hosted by the Farmers Market on September 14<sup>th</sup>

Kurtis requested the use of the BIA Hut for the two summer events, likely placed in the Circle K parking lot, with more details regarding the use of the hut to follow. The board agreed in principle to the use of the hut for these events. Kurtis ended his update by asking the board to think about the idea of an after-party for the Santa Claus Parade.

## **9.0 OTHER BUSINESS –**

**9.1 BIA Easter Colouring Contest Judging** – the BIA board members selected two winners for each age category.

- **Action Item:** Sierra to reach out to the winners and distribute the prizes.

## **10.0 FINANCE / BUDGET – none.**

## **11.0 NEW BUSINESS – Willie shared that the township would not be selling the music hall.**

## **12.0 BOARD ROUND TABLE – none.**

## **13.0 ADJOURNMENT – motion to adjourn at 9:07p.m.**

**Next meeting:** April 25<sup>th</sup> @ 7:00p.m.