

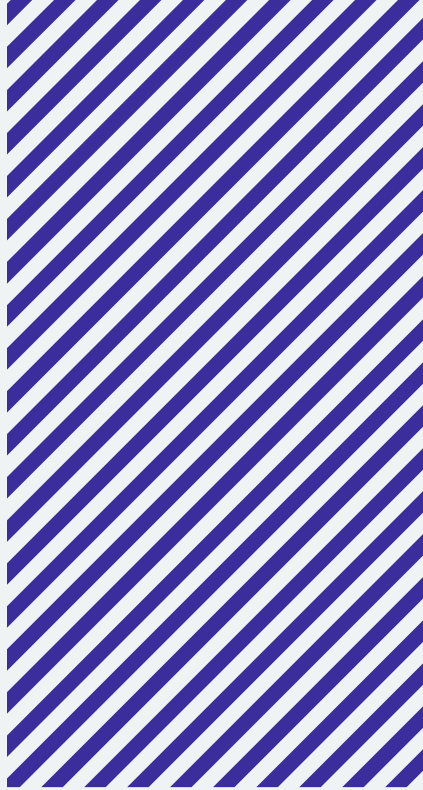


January 21st, 2019

# Annual General Meeting



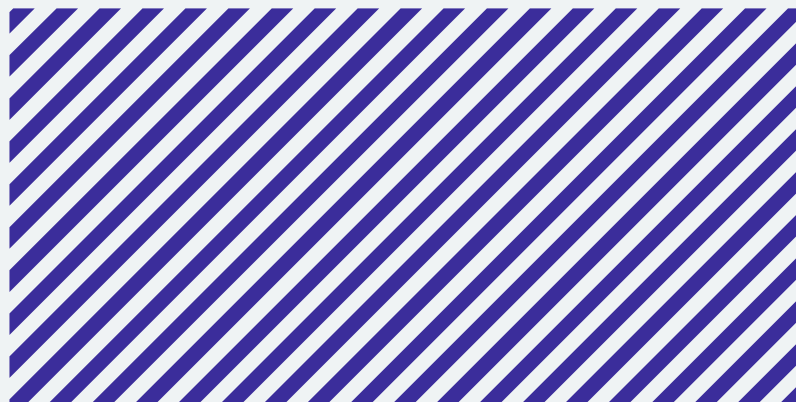
Discover...  
  
**UXBRIDGE**  
BIA





# Agenda

- Call To Order
- Approval Of Draft Agenda
- Approval Of Minutes - 2018 AGM
- Welcome & Introduction Of The Board
- 2019 Highlights
- Culvert Update
- Downtown Open
- 2019 Budget
- Our plan for 2020 (includes 2020 Budget)
- Guest Speaker - Jodi Bussiere, Uxbridge Physiotherapy
- Opportunities For BIA Members
- Question and Answer
- Adjournment



# Welcome!

CHRISTINA CURRY

Chair, BIA Board of Management

Keith's Flower Shop





PRESENTS, PRESENTS, PRESENTS



SECOND WEDGE BREWING CO.





NEXUS COFFEE COMPANY

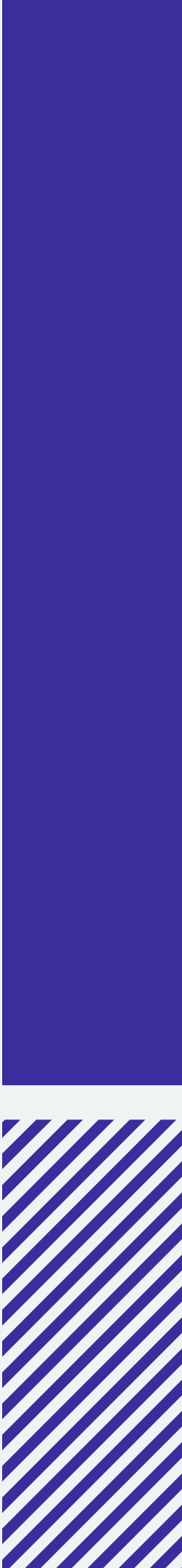


PHARMASAVE





TRAIL CAPITAL PHARMACY



# Board of Directors

CHRISTINA CURRY

Chair

Keith's Flower Shop

CAITLIN CHRISTOFF TAILLON

Vice Chair

Take Root Creative

ALEXA MCCARTHY

Woods Clothing

HAILEY WEATHERBEE

H. Bee Architecture

JAMES DRAKE

Blue Barn Creative

TRISH BUSH

The Bar Cafe

WILLIE POPP

Councillor, Ward 4

TODD SNOOKS

Councillor, Ward 5

AMY STEVENSON

Business Facilitator





# UXBRIDGE DATE NIGHT

Package Includes:  
A \$300 Voucher for the Uxbridge Music Hall



## 2019 HIGHLIGHTS

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- BROCK ST TREE LIGHTS
- "UP TO SNOW GOOD"
- HALLOWEEN "TRICK OR TREAT TRAIL"
- SOCIAL MEDIA CONTESTS
- SUMMER & WINTER BASKETS



# CULVERT UPDATE

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MAYOR DAVE BARTON  
COUNCILLOR WILLIE POPP



Small Town. Big Future.

# Uxbridge BIA Support Initiative



# Goals

- Provide support to Uxbridge BIA businesses affected by culvert construction
- Drive traffic to the downtown core
- Provide informative well-designed content for marketing efforts
- Tie-in individual business efforts with Uxbridge BIA led campaigns





#whatculvert

**Downtown**  
is **Open**



#whatculvert

**Downtown**  
is **Open**

## Culvert Survival Kit

The goal of this kit is to provide marketing tools for the businesses directly impacted by the culvert.

The kit is to be utilized by the business.

The BIA will support those efforts with supplemental related marketing initiatives.

- USB Key with digital graphics
  - Facebook generic graphic
  - Instagram generic graphic
  - Construction Closure Map (for social sharing)
  - Parking Map (for social sharing)
  - Informational Post graphics (Facebook & Instagram)
- 10"x10" window cling
- Printed copies of branded parking map and culvert construction map



# Sample Facebook Graphics

“A new temporary parking lot was added at 12 Main Street North...”





“Work will take place  
7:00 a.m. to 5:00 p.m.  
Monday to Friday...”



“Throughout this project, the current stop at Toronto St. will...”



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**UXBRIDGE**  
BIA

#whatculvert

**Downtown**  
**is Open**



[www.uxbridgebia.ca](http://www.uxbridgebia.ca)

# Branded Culvert Map

# Parking Map



## Uxbridge BIA Supported Initiatives

- BIA Bucks Contest: Social Media Engagement
- Facebook/Instagram continuous ad campaign
- HWY 47 Sign Graphic
- Organic social media shout-outs to businesses
- Dedicated web page on [uxbridgebia.ca](http://uxbridgebia.ca)
- Newspaper Ads



# Facebook & Instagram Ad Campaign

- A continuous ad running on Facebook and Instagram
- 3 Month campaign, runs in the background on the Uxbridge BIA profile
- Targeting Uxbridge residents

# BIA BUCKS CONTEST

- Participants take a photo downtown with something they have purchased
- Tag @uxbridgebia and hashtag #whatculvert
- All entries are entered to win \$500 in BIA Bucks
- Entries are re-shared on Uxbridge BIA Social Media

# HWY 47 Electronic Sign Graphic





Questions?



# 2019 EXPENSES

## BEAUTIFICATION

<b>SUMMER FLOWERS</b>	\$23,272.99
(includes watering)	
<b>WINTER BASKETS</b>	\$9,321.22
(includes removal in Jan 2019 and installation)	
<b>BANNERS</b>	\$9,808.00
<b>TREE LIGHTS</b>	\$15,809.43

TOTAL - \$58,211.64

## ADMINISTRATION

<b>FACILITATOR SALARY</b>	\$35,566.44
<b>OFFICE SUPPLIES</b>	\$2,024.34
(includes new laptop)	
<b>CELLPHONE</b>	\$560.47
<b>AUDIT</b>	\$1,119.36
<b>STORAGE UNIT</b>	\$1363.44
<b>WEBSITE</b>	\$386.21
<b>OBIAA DUES</b>	\$224.71
<b>EDUCATION</b>	\$120.87
<b>MEETING EXPENSES</b>	\$27.79

TOTAL - \$41,393.63

# 2019 EXPENSES

## EVENTS

ADVERTISING	\$1,835.75	HUCK FINN DAY	\$1,500.00
PROMOTION	\$427.89	UX BUCKS	\$1,250.00
EVENT SUPPORT	\$4,931.17	(Formally known as "BIA Bucks". Redeemed in 2019)	
(BIA Events, Sponsorship of SpringTide Music Festival and Local Food Month)			

TOTAL - \$9,944.81

2019 TOTAL EXPENSES- \$109,550.08

EXPENDITURES AS OF JAN 16 2020.ADDITIONAL INVOICES COULD STILL BE RECEIVED. COPIES OF FINANCIAL REPORTS AVAILABLE BY REQUEST.



## PLANS FOR 2020

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- "UP TO SNOW GOOD"
- HALLOWEEN "TRICK OR TREAT TRAIL"
- SOCIAL MEDIA CONTESTS
- WEBSITE UPDATE
- CULVERT SHOP DOWNTOWN KIT



# 2020 BUDGET

## BEAUTIFICATION

<b>SUMMER FLOWERS</b>	\$24,210.80
(includes watering)	
<b>WINTER BASKETS</b>	\$10,500.00
(includes installation)	
<b>BANNERS</b>	\$11,000.00
<b>TREE LIGHTS</b>	\$1000.00
(maintenance)	

**TOTAL \$46,710.80**

As presented to Council Dec 10/19, pending final approval. Copy of budget available by request.

## ADMINISTRATION

<b>FACILITATOR SALARY</b>	\$36,315.24
<b>OFFICE SUPPLIES</b>	\$850.00
(includes meeting expenses)	
<b>CELLPHONE</b>	\$600.00
<b>AUDIT</b>	\$1,150.00
<b>STORAGE UNIT</b>	\$1,500.00
<b>WEBSITE</b>	\$3500.00
(includes annual hosting and funds for site upgrade)	
<b>OBIAA DUES</b>	\$254.52
<b>OBIAA CONFERENCE</b>	\$1,500.00
<b>RED GRANT</b>	\$1,500.00
(pending Township/EDAC receiving approval)	
<b>RESERVE FUND</b>	\$15,000.00

**TOTAL \$62,169.76**

# 2020 BUDGET

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ADVERTISING	\$2,000.00	HUCK FINN DAY	\$1,500.00
PROMOTION	\$2,000.00	SANTA CLAUS PARADE	\$1,500.00
BIA EVENTS		EVENT SUPPORT	\$4,500.00
		(for local events seeking sponsorship)	
UP TO SNOW GOOD	\$5,000.00	"UX BUCKS"	\$3,500.00
TRICK OR TREAT TRAIL	\$2,500.00	(Funds for redemption from 2019 "Up To Snow Good" Promotion)	
TOTAL - \$24,500			

2020 BUDGET TOTAL - \$133,380.56

As presented to Council Dec 10/19, pending final approval. Copy of budget available by request.

# Guest Speaker

JODI BUSSIÈRE  
UXBRIDGE PHYSIOTHERAPY

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# OPPORTUNITIES FOR BIA MEMBERS

## The Business of Accessibility

How to Make Your Main Street  
Business Accessibility Smart



**OBIAA**<sup>TM</sup>

Produced by  
The Ontario BIA  
Association



# OPPORTUNITIES FOR BIA MEMBERS

ANTOINETTE BURRELL

DIGITAL MAIN STREET/ DURHAM REGION DIGITAL SERVICE SQUAD

**DIGITAL  
MAIN ST.**

**Reach More Customers.  
Boost Your Sales.**

Join Digital Main Street and  
**grow your business.**

GRANTS | TRAINING | VENDORS | RESOURCES

Delivered in partnership with:

**OBIAA**  Ontario  **tabia**

# OPPORTUNITIES FOR BIA MEMBERS

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## PROMOTE YOUR BUSINESS!

Send us your events, promotions and contests!

## WEBSITE LISTING

Add or update your listing on [uxbridgebia.com](http://uxbridgebia.com)

## SHARE YOUR IDEAS!

We want to hear from you!

# OPPORTUNITIES FOR BIA MEMBERS



## BOARD SEAT AVAILABLE

See a Board member or the Business Facilitator for details

## STRATEGIC PLANNING COMMITTEE

Help us shape the next three years in the BIA

## VISIT A BOARD MEETING!

Our monthly meetings are open to all business members



## FACEBOOK

@UxbridgeBIA  
Join our private  
members group



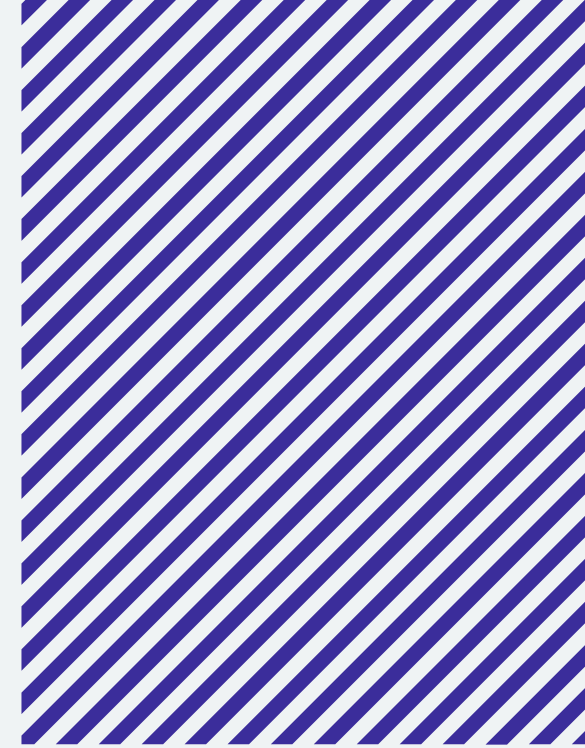
## INSTAGRAM

@UxbridgeBIA

## EMAIL

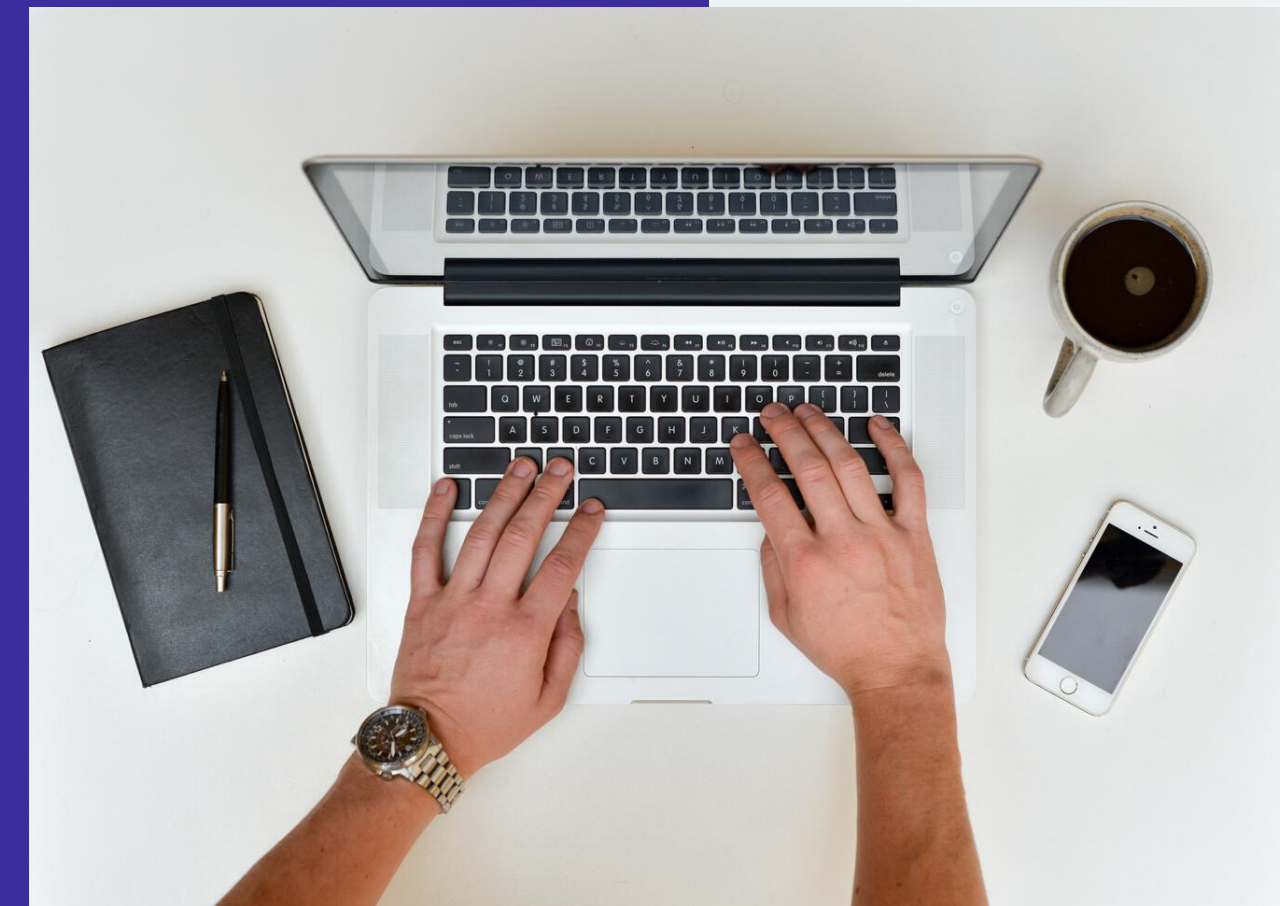
Monthly E-Newsletter

Make sure you are on  
our mailing list!



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# CONNECT WITH THE BIA!

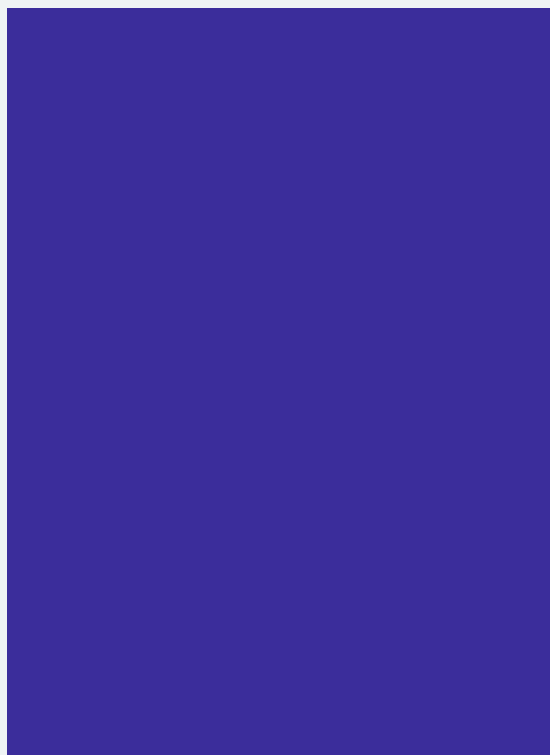
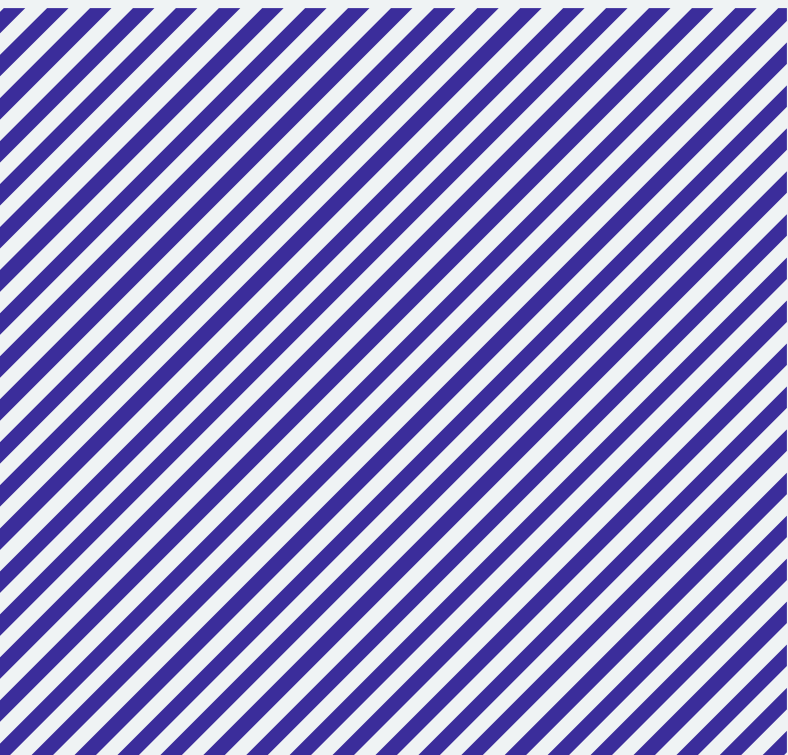




# Let's Talk

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QUESTION AND ANSWER



Thank you!

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Discover...   
**UXBRIDGE**  
BIA