



## Alliston BIA Board of Directors Meeting FEBRUARY

Thursday February 7, 2019

Alliston BIA Office

Chair: Mike Jerry

### TASKS

<u>Task</u>	<u>Who</u>	<u>Date</u>
1. Send out email to Previn Court Re: Digital Sign	GM Spurr	Mar 7/19
2. Blade Signs: cost and locate funding	GM Spurr	Mar 7/19
3. Meeting with Planning Dept re: goals and vision for downtown revitalization	GM Spurr	Mar 7/19

## Minutes

**Attendance:** Chair Mike Jerry, Vice-Chair Sherry Ward, Secretary Ro Davoodian, Councillor Michael Beattie, General Manager Linda Spurr, Office Administrator Norma Freitag, Mike MacEachern from Focus, and Diane Anderson-Lamont from GoodLife Fitness.

**Regrets:** Director Lachlan McGurk (proxy Vice Chair Sherry Ward), Treasurer Julia Stubb, Director Colleen Ross (proxy Vice Chair Sherry Ward), Director Ryan Fox (proxy Secretary Ro Davoodian), Director Carleigh Wilson (proxy Secretary Ro Davoodian, Economic Development Officer Darcy Brooke-Bisschop.

### Welcome

Chair Mike Jerry welcomed all who attended this morning's meeting.

### Amendments and Approval of Agenda

No additions or changes to agenda

Motion to approve the Agenda: Vice Chair Sherry Ward, second: Secretary Ro Davoodian, carried.

### Declaration of Pecuniary Interest

None noted

### Amendments and Approval of Previous Minutes Jan 2019

No additions or changes to the previous minutes.

Motion to approve the Jan 2019 Minutes: Vice Chair Sherry Ward, second: Secretary Ro Davoodian, carried.

### ABIA Good News

Mike MacEachern from Focus shared that there is an increase in job employment due to the several new businesses opening up in town. However, there are few people applying for these positions. Focus is working with the new business owners to help in creating a more enticing approach to draw in potential employees.

### **Treasurer's Report**

Profit and Loss Statement for January 2019 was presented. Approval to pay new contract invoice for TODS signs plus the \$100 Gift Certificate to the recipient of the first Christmas Crawl draw was presented. Motion to approve payments: Vice Chair Sherry Ward, second: Secretary Ro Davoodian, carried. No outstanding issues were addressed.

### **GM Report:**

#### ***New/Current Members to the Downtown Catchment Area:***

- Starbucks's Grand Opening is tentatively set for March
- BarBurrito's soft opening is scheduled for Feb 14, 2019
- Additional business set to open are: Quesada Burritos and Tacos, Lucvaa Kitchens of South Simcoe, The Faris Team Realtor, and Richvale Express
- Telus is moving their business to the Alliston Market Village Plaza (beside GoodLife Fitness)
- Barber Plus is under new ownership

GM Spurr shared the Town Audit is underway and the accountants are coming into the ABIA office today Thursday February 7, 2019. All other necessary accounting information was sent to the Town last week.

The Chart of Accounts are being reorganized for easier accounting processing. There are several accounts that are no longer being used and a cleanup is necessary to move forward.

Proposed date for this year's AMG is scheduled for Thursday April 25, 2019.

This year's OBIAA Conference is being held on March 31, April 1,2 &3, 2019. GM Spurr will be attending.

GM Spurr attended the Marketing & Communications Meeting at the Town with Ec Dev Bisshop. The meeting was well attended. The Town has hired a consultant to help in the revamping of the Strategy Plan format.

GM Spurr has contacted the owner of 60 Victoria St. The purpose of the contact was to inform the owner of the options available in aiding in building improvements. The owner is currently out of town but is willing to have the discussion.

An Advisory Committee was established recently at the ABIA in order to plan for new and upcoming events and or experiences that will be held this year. Lots of positive ideas were on the table and the committee is eager to bring fresh ideas to our downtown core.

### **Beautification**

The Christmas Banner is coming down and our new spring banner will be replacing it with our "Experience Rurban.ca".

GM Spurr is still working on the quotes for Blade Signs. She has contacted three companies that manufacture these signs and is still waiting on the cost. The ABIA is working on creating a certain uniformity within our downtown.

GM Spurr spoke with Previn Court and they have requested she email them with all the particulars regarding the request to place a Digital Sign on their property over by the Freshco Plaza. GM Spurr is also looking into other prospective areas and will follow up with Ev Dev Bisshop.

S.S.A.C Partnership with the ABIA regarding the creation of banners by various local artisan to be exhibited in downtown has come to a halt. Grant issues seems to be the cause.

### **Council Report**

Councillor Michael Beattie shared that the Budget is coming to Council this coming Monday February 11, 2019. The Budget is only demonstrating a 2.66% increase. Much less than other neighbouring Budgets. Councillor Beattie would like to see the Admin Centre project come to termination, however, in order for that to occur he would need 2/3 vote to make this happen. He suggested, instead of spending the money on a new Administration Building, place the Administration departments within the 3 New Tec Recreation Facilities. Add a few restaurants and other businesses as well so they become revenue generating.

The Town is still in the process of recruiting the position of CAO as well as a Parks and Recreation Director.

### **Ec Dev Report**

- **Marketing & Communications Strategy**
  - Focus Group held a meeting with eSolutions with on January 16<sup>th</sup>. There was an excellent turn out with great input from participants.
  - On track for completion by end of Q1.
  
- **Business Retention & Expansion Program**
  - Targeting completion by end of Q2, will look for feedback/input from business development partners late-Q1/early-Q2.
  
- **Wayfinding Signage**
  - RFP to be issued in Q1, aiming to complete installations in Q2.

- **Community Improvement Plan**

- Three more inquiries related to significant projects have been addressed since last meeting, but no complete applications submitted to date.
- Encouraging interested businesses to submit paperwork as soon as possible to ensure funding is still available to them once they're ready to start working on their projects.

- **Property Inventory**

- Updating internal database of available properties/units
- Will add available locations to County's online Commercial/Industrial Property Inventory (requires permission of landlord/leasing agent)

- **Tourism**

- Tourism Simcoe County hosted first municipal partners meeting January 15<sup>th</sup>.
- Will be working with TSC staff in 2019 to assist with local presence of Barn Quilt Trail, Bees & Honey Agri-Tourism project, Doors Open/Culture Days event, and Farm Fresh/Farm to Table project.

- **Business Transition Matching Program**

- Increase in registrations over the last couple of months. Limited spaces remain open to both sellers and potential buyers. \$25 provides 3-year membership with Succession Matching, access to Fall Webinar Series, succession planning resources, access to network of succession planning professionals.
- Contact Andie Cote at Nottawasaga Futures to register (705-435-1540)

- **Digital Main Street Grant Program**

- 2,500 one-time \$2,500 Digital Transformation Grants are available to downtown businesses to help them with the costs of adopting new technologies
  - More info at: <https://digitalmainstreet.ca/digital-transformation-grant/>
  - Over 1,000 applications are already complete or in process; businesses should apply ASAP.
- BIAs eligible for \$10,000 Digital Service Squad Grants
  - More info at: <https://digitalmainstreet.ca/digital-service-squad-grant/>

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## **PILLARS**

### **Events:**

- The ABIA is concentrating on a 'series of smaller experiences' for our 2019 signature events for with the intent on creating a Rurban Experience. Ideas and logistics are in progress.

### **Marketing:**

- Marketing will continue to be used through radio, print and social media for our 2019 events and attraction and attention.
- A suggestion to create a magazine about Downtown Alliston, and what it has to offer, was at the forefront of discussion. This magazine would then be given to local realtor agents to leave with new home owners so they can be informed about their local community, shopping and dining experiences.
- The ABIA is looking into obtaining a school bus to be used as a courtesy transportation to those who do not have their own transportation, and bring them into town for them to enjoy a Rurban Experience and tend to their shopping needs.

### **New Business**

Chair Jerry shared the on May 4<sup>th</sup> the Lion's Club is hosting their Lion's Day of Service. They are partnering up with the Boyne River Cleanup Day to assist in the cleanup of the Boyne River Revitalization Project. The Lion's Club is wanting to work with the ABIA to help in getting this project get underway.

**Next Meeting:** Scheduled for Thursday March 7, 2019 at 7:30 am

**Motion to Adjourn:** Secretary Ro Davoodian

**Adjournment:** 8:45 am