



Alliston BIA Board of Directors Meeting FEBRUARY

Thursday February 1, 2018

Alliston BIA Office

Vice Chair: Sherry Ward

Minutes

Attendance: Vice Chair Sherry Ward, Treasurer Julia Stubbs, Director Lachlin McGurk, Director Heidi Mackenzie, Director Colleen Ross, Deputy Mayor Donna Jebb, General Manager Linda Spurr, Office Administrator Norma Freitag, Economic Development Officer Darcy Brooke-Bisschop, Member Carleigh Maloney.

Regrets: Chair Mike Jerry, (proxy Vice Chair Sherry Ward) Secretary Ro Davoodian, Director Ryan Fox, Councillor Michael Beattie.

Welcome

Vice-Chair Ward welcomed all those who attended the meeting this morning.

Amendments and Approval of Agenda

No additions or changes to agenda.

Motion to approve the Agenda: Treasurer Julia Stubbs, Director Lachlin McGurk, carried.

Declaration of Pecuniary Interest

None noted

Amendments and Approval of Previous Minutes January 2018

No additions or changes to the previous minutes.

Motion to approve the January 2018 Minutes, Treasurer Julia Stubbs Director Colleen Ross, carried.

ABIA Good News

Ec Dev Officer Darcy Brooke-Bisschop shared that the OMAFRA is in the process of creating a Community/Revitalization Fund for New Tecumseth. No other details were shared as this is still in the preliminary phases.

Deputy Mayor Donna Jebb added that the OMAFRA is also looking into creating a Barn Quilt Trail Pattern. This trail allows residents and visitors to connect from Town to Town. This is also in the preliminary phase.

Office Administrator Norma Freitag shared that the ABIA financials are being prepared to be sent over to the Town for the 2017 Audit.

GM Spurr reported that the application to the OBIA Awards has been submitted for our WIFI Project. Also, the ABIA is participating in the Simcoe County Tourism Shows in Toronto this year.

Treasurer's Report

Current invoices were presented. Motion to pay current invoices, Director Lachlin McGurk, Second, Director Heidi MacKenzie, carried.

General Manager's Report

COMMUNICATIONS:

- OBIAA CONFERENCE is in April this year in Collingwood – invitation to the Directors who want to attend
- Submitted application to OBIAA Awards for our WIFI Project
- Member Visits - created call log and getting out to see members regularly
- Circle Theatre celebrating 80 years
- New Kitchen and Bath includes installation
- Still looking into the units in the old Giant Tiger
- Looking into OMAFRA Analyst Data Program

MARKETING:

- Winter banner on East End in progress
- Videos for events up on website
- Met with GEL to negotiate 2018 contract
- Working on finalizing downtown map
- Contacted Simcoe County Tourism to request dates to volunteer at the Tourism Shows in Toronto

EVENTS

- Applications for Food Truck Rally and RURBAN Sights n' Sounds ready
- Working feasibility study for logistics of having on Victoria Street
- Arranging dates for CPR courses in preparation for our upcoming events – asked if any of the Director's would be interested in taking the course. We had a few that were interested.

ON-GOING PROJECTS:

- West End Poles were discussed. It would cost \$31,866 for reinstallation and 4 Banners for yr. Director researched Electronic Sign that would cost \$40-45,000.00 one sided and approximately \$80,000.00 for double sided. A discussion has yet to be determined which would be the more feasible alternative.
- GM Spurr noted that she is working on the Downtown Revitalization Plan and the Attraction Brochure for New Businesses.
- Working on Tourism Downtown Map

Councillor Report

Deputy Mayor Donna Jebb reiterated that an email was just received from OMAFRA about the funds that will possibly be available for the revitalization of our downtown.

Economic Development Report

- Informed the Board that Economic Development Strategic Plan was presented to Council and approved on Jan 15th. Darcy is in the process of meeting with partner organizations review the work plan and identify where they might be able to work together
- Tourism Projects currently working on:
 - Bees & Honey initiative in partnership with Tourism Simcoe County
 - South Simcoe Arts Council exploring an art installation project in the downtowns
- Manufacturing Labour Market Study:
 - Town is involved in a project being coordinated by the County's Economic Development Office and Georgian College
 - Surveys of area manufacturers and job seekers complete; findings to guide projects to help strengthen the sector and address gaps in labour market
- Nottawasaga Futures South Simcoe Business Excellence Awards will be presented in April of this year. Nominations close February 19, 2018.

PILLARS

Communications:

Director Lachlin McGurk continued discussing the costs of the West End Polls and the tentative plan to look into purchasing a Digital Sign. Although the initial cost would be substantial there are many ways re-coop those funds back. Some suggestions that were given would be through Sponsorships as well as charging for the use of Advertising on the digital sign. Also, the placement of where the sign could be positioned would also need to be investigated. Director McGurk will reach out to the Planning Dept. at the Town.

Events:

GM Spurr shared with the members that a letter was received from the Potato Festival Committee requesting that the ABIA assist in making the Annual Potato Festival a better experience for our visitors. The Committee is requesting to place signage on Victoria Street at Church and Paris informing visitors of free shuttle service to and from the fairgrounds. They are hoping for support from the ABIA.

The ABIA is in support of this request but feel its only fair to allow signage at the fairgrounds informing visitors of our Annual Rurban Street Fest that takes place all day on the Saturday of the Potato Fest weekend. Hopefully we will receive that same support.

Next Meeting: Our next meeting is scheduled for Thursday March 1, 2018

Motion to Adjourn: Deputy Major Donna Jebb

Adjournment: 8:25 am