



Alliston BIA Board of Directors Meeting JANUARY

Tuesday January 4, 2018

Alliston BIA Office

Vice Chair: Mike Jerry

Minutes

Attendance: Chair Mike Jerry, Vice Chair Sherry Ward, Treasurer Julia Stubbs, Secretary Ro Davoodian, Director Colleen Ross, Deputy Mayor Donna Jebb, General Manager Linda Spurr, Office Administrator Norma Freitag, Mayor Rick Milne, Economic Development Officer, Darcy Brooke-Bisschop, Member Carleigh M (Clothz).

Regrets: Director Heidi Mackenzie (proxy Treasurer Julia Stubbs), Director Ryan Fox (proxy Director Lachlin McGurk), Councillor Michael Beattie

Welcome

Chair Mike Jerry welcomed and wished a Happy New Year to all those who attended the meeting this morning.

Amendments and Approval of Agenda

No additions or changes to agenda.

Motion to approve the Agenda: Vice Chair Sherry Ward, second; Treasurer Julia Stubbs, carried.

Declaration of Pecuniary Interest

None noted

Amendments and Approval of Previous Minutes December 2017

No additions or changes to the previous minutes.

Motion to approve the December 2017 Minutes, Secretary Ro Davoodian, Treasurer Julia Stubbs, carried.

ABIA Good News

Carleigh M from Clothz shared with the Board that the Christmas Crawl was a huge success for her store and sales were fantastic. She was very please with the turn out and would definitely recommend doing it again this year.

GM Spurr sent out surveys prior to the event to all members who participated, in order to receive feedback from them whether the event was successful for them or not. GM Spurr was very pleased to report that most members were very happy with the turn out, and without a doubt would be willing to participate in the event again this year.

Chair Jerry shared that the event was a great success and that we should add to the Christmas Crawl for 2018.

Treasurer's Report

Current invoices were presented. Motion to pay current invoices, Secretary Ro Davoodian, Second; Director Lachlin McGurk.

General Manager's Report

- West End Poles – GM Spurr will present a spreadsheet for next meeting with comparison on installation vs removal. The spreadsheet will include the cost of banners and installation of banners for a 5-year period.
- Rurban TM branding – waiting on lawyer to present information.
- Website – GM Spurr and Administrator Freitag working on ensuring the ABIA website information is up to date for 2018.
- Probus / Seniors Day – GM Spurr has spoken to the Probus club, they wish to have two senior's days. ABIA Board needs to identify a specific date and GM Spurr will notify the club as well as speak to ABIA members.
- Downtown Garbage – Deputy Mayor Donna Jebb stated that Blaine Parkin is working on this with County CAO
- Banting High School – possible move – although this is on back burner, GM Spurr mentioned it is still on her list for discussion with members.

GM 90 Day Objectives

- Continuing weekly visits with members to discuss initiatives and concerns.
- Recruit members for committees
- Setting up the vendor applications as well as preparations for event

- Developing marketing plan for 2018
- Preparing reports for AGM
- Setting up meetings with Town executives in Public Works, Parks and Rec, and Economic Development Department

Councillor Report

Mayor Rick Milne informed the board that there are funds in this year's budget to purchase a garbage truck as well as a full-time employee, to pick up garbage in all our local park and rec's facilities as well the Town's garbage containers.

Economic Development Darcy Brooke-Bisshop informed the board that during the last council meeting the line items for Grants were pushed back for discussion until Jan 15, 2018 and once approved, he would contact the BIA to inform them of the approval. GM Spurr requested a meeting with the Economic Development Department to discuss their Strategic Plan, directly after their presentation to Council.

Events: This year's event dates are as follows:

- Food Truck Rally – June 16, 2018 (Was agreed upon unanimously by the Board to have the event moved up to the street)
- Rurban Sights and Sounds/Potato Festival – August 11, 2018
- Monster Mash – October 27, 2018
- Christmas Tree Lighting – November 24, 2018 (GM Spurr to advise Rotary Club of date for parade)
- Christmas Crawl – November 8 and December 6, 2018

Communications:

Tentative dates are in the works for our information sessions to all our downtown merchants. These sessions will help the membership understand the use of collection important data from the Wi-Fi project to help aid merchants in several ways.

There are talks in the works to get wireless cameras installed from Police Services in our downtown core. Director McGurk asked Mayor Milne if he might speak to the Police Board (of which the Mayor is a member) to see if there is funding for either cameras installed or to put towards our graffiti removal program.

The meeting continued with a working session to discuss 2018 Events.

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Beautification:

Town Council advised the Board of Director that they will be purchasing self-watering planters for the hanging baskets in our downtown core. Director McGurk questioned that there was nothing noted in the original floral RFP for such purchase. GM Spurr will contact Parks and Rec's to find out more information.

Motion to Adjourn: Deputy Major Donna Jebb

Adjournment: 9:13 am