



Alliston BIA Board of Directors Meeting JUNE

Thursday June 7, 2018

Alliston BIA Office

Chair: Mike Jerry

Minutes

Attendance: Chair Mike Jerry, Vice-Chair Sherry Ward, Secretary Roham Davoodian, Director Lachlan McGurk, Director Ryan Fox, Deputy Mayor Donna Jebb, Councillor Michael Beattie, General Manager Linda Spurr, Office Administrator Norma Freitag, Member Carleigh Maloney, Economic Development Officer Darcy Brooke-Bisschop.

Guests: CAO Town of New Tecumseth, Blaine Parkin, GM of Infrastructure & Development Town of New Tecumseth, Khurram Tunio

Regrets: Treasurer Julia Stubbs, Director Colleen Ross, Director Heidi Mackenzie

Welcome

Chair Mike Jerry welcomed all those who attended the meeting this morning and encouraged all to take the time and 'exercise our right to vote today!'

Amendments and Approval of Agenda

No additions or changes to agenda.

Motion to approve the Agenda: Councillor Michael Beattie, second: Vice-Chair Sherry Ward, carried.

Declaration of Pecuniary Interest

None noted

Amendments and Approval of Previous Minutes May 2018

No additions or changes to the previous minutes.

Motion to approve the May 2018 Minutes: Director Lachlan McGurk, second: Deputy Mayor Donna Jebb, carried.

ABIA Good News

Deputy Mayor Donna Jebb shared information that she obtained from Simcoe County on a one-day workshop for “What Municipalities Can Do To Become More Age-Friendly”. The workshop is full of useful resources and information dealing with such things as age-friendly accessibility, social services for seniors and Home Ownership, Housing Affordability and Residential Living Facilities.

Medical students will be visiting on Wednesday June 13th from the University of Toronto. They will be doing workshops & practical sessions. They will be taking a tour of the rural area of the Town of Alliston including Stevenson Memorial Hospital.

Economic Development Office Darcy Brook-Bisshop shared the ‘Good News’ of the birth of the new addition to his family ... a baby girl.

Secretary Ro Davoodian mentioned that the Farmer’s Market is underway and moving along. The turn out so far has been very successful.

GM Spurr shared that a visitor came into the ABIA office requesting a package of Alliston. She wanted information on what to do and where to go in Alliston. GM Spurr provided the visitor with as much information as possible and will work on creating a “Welcome Package” to all visitors who come into the office.

Chair Mike Jerry stated to all store owners to allow time for all employees to get out and vote!

Treasurer’s Report

Current invoices were presented. All have been prior approved and within our budget for the year.

General Manager’s Report

ABIA MEMBERSHIP:

New Businesses & Member Events

- Safari Kids Indoor Playground Attended GRAND OPENING JUNE 2
- Frozen Bites Thai Ice Cream Attended GRAND OPENING JUNE 2

Both were very successful openings.

- Alliston Foot and Ortho Clinic

Coming Soon:

- Champ Burger
- Stacked Pancake & Breakfast House
- Guac Mexican Grill- obtained unit contacting town re building permits

GM Spurr has been in contact with these new businesses to help them along.

Change of Ownership:

- Brampton Galleries to MOKO HOME LIGHTING & FURNITURE- Grand Opening June 21
- Alliston Mills Laundromat New Owner - Grand Opening June 5th

GM Spurr attended grand opening

Town Staff and Council

- **Contacted Tim Schilling** regarding helping the new businesses and information for CIP Also spoke to Tim regarding the property at King and Young as far as ownership Placement of electronic sign.
- **Reached out to Darcy regarding** this property as well, he is looking into. GM Spurr also spoke to Darcy regarding the way-finding signage from South New Tecumseth to Alliston.

AND discussed the money that our Town received regarding downtown revitalization and options for the use of that money for our downtown 'Bulk Blade signs'.

- **Communicated with Krista and Katie at Museum on Boyne** to discuss our plans for the downtown to participate in the Doors Open / Culture Days Ontario Sept 29th Those plans are in progress right now.
- **Contacted Chad Horan** for removal of Planter at Mill Street. It has since been removed and GM Spurr has sent a thank you email over to Chad for their quick work. He is now working on timeline for covering the spot with cement to match the sidewalk. Which we confirmed will be before August 11th.
- **Touched base with Tatianna Milne** regarding the Town Web site and how the BIA should be a tab that connects to our Web page.

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- **Spoke with Brianna McKenna** at Parks and Rec to review how the ABIA can better communicate with each other to ensure all stakeholders are informed of upcoming events in the Town and promote each other.
- **Reached out to the Potato Fest Committee** - The committee wants two separate brochures again and wants each of us to promote the others brochures. Window decorating Contest. Signage for the shuttle bus.

Community / Media

- **Touched base with Alliston Herald / Simcoe.com** to prepare articles on downtown, projects, issues and Businesses
- **Article in the Globe n Mail** coming soon in June.
- **CTV Commercial** is produced and started to air this week at 6 o'clock news
- **Working with Ontario Tourism** to promote Alliston and New Tecumseth on Social Media

Marketing

- Flyers / Social Media all in play for events and activities
- Working on new image for Billboard
- GPS with CTV for Summer Ad
- Farmers Market
- Food Truck Rally
- Probus Club request for Seniors Day (May 19). We are still collecting data from our membership but the majority that have reported back have indicated that it was not successful, as we suspected. A recommendation from GM Spurr is to contact our members and compile a list of Seniors Days and send to Probus.

Attraction & Retention

- Looking into a video production to put on Social Media, Simcoe County, etc. of top reasons to locate and invest in Alliston downtown.

ON-GOING PROJECTS

West End Poles – Submit cost analysis on comparison of removal compared to re-install

DOWNTOWN REVITALIZATION – Creating a plan for our downtown core.

Council's Report:

Councillor Michael Beattie reported that the New Tecumseth Youth Film Festival had to postpone the festival due to low sponsorship. The Youth Committee is looking to combine with another film festival that will take place in the fall.

Victoria Street from Boyne St to the tracks will commence resurfacing of the road after school is out in July 2018.

Ec Dev Report:

Darcy shared that the Mayor's Breakfast is Wednesday June 13th. Anyone who is interested in going must submit their forms in before the end of the week.

There is a seminar taking place at Tango Creek on June 21, 2018 called County Local Immigration. The seminar is an information session on programs that are available in order to obtain a diverse work force within our community. Anyone who is interested in further information is to contact Darcy.

Revitalization Funding Requests: Both BIA's are to submit their requests to The Town for review by the end of the day tomorrow. The Town will review and decide on how to disburse the funds appropriately.

Simcoe County is doing a Honey Bee Trail, which is similar to the Apple Pie Trail. Darcy is to send more information on this to GM Spurr once available.

Darcy mention an Ontario By Bike webinar which he will send link to GM Spurr for more information to provide cyclists in Simcoe County.

Tatiana from the Town is working on revamping the Town's website and also working together with GM Spurr to create a link to the ABIA's website as a collaboration.

PILLARS

COMMUNICATIONS:

- Director McGurk is working with Royal City IT (the installers of our Wi-Fi solar panels) on obtaining data reports. There are still some adjustments to be made in order for one to obtain the proper data information. Director McGurk indicated that this is a work in progress situation.

EVENTS

- Food Truck Rally is coming up June 16th
- First year elevating this event to Victoria St with the closure on Victoria St between Church and Paris St.

BEAUTIFICATION

Store Front Windows:

- The ABIA is encouraging all store front business owners to decorate their windows for the summer tourist season. The ABIA has a contract with a window cleaner that cleans the store front windows on Victoria St before all major events.
- It should not be the ABIA's responsibility to clean the store front windows as it should be the store owners themselves to do so. Future invoicing to the store front owners for such service is being considered.
- Empty units and lots should also be maintained properly by the landlords/owners and abide by the bi-law codes.
- There are a few empty lots in town that are not being kept up to code and a suggestion that the Town look in to purchasing one of these lots to create a "gathering place" where all towns people can come to enjoy future events is being considered.

ATTRACTION AND RETENTION

- 21 new businesses that have opened in our town over the past year. Our downtown is thriving!
- Need to create a "Mentor Committee" to meet with the new store owners after a certain period of time of opening their establishments to see if there is anything the mentors can do to help in aiding them in a more positive and successful business.
- GM Spurr is to reach out to the OBIAA to see if they have anything like this in place already to help in starting one here in our town

New Business:

20 Ingredients Handout:

Roger Brooks did a great presentation at this year's OBIAA Conference. The ABIA is striving to obtain the Top 20 ingredients for a successful downtown. All board members are to submit to GM Spurr their top 3 picks, and from there the information will be sent to our Ec Dev Officer Darcy Brooke-Bisshop, to see if some of the Revitalization Funds from the Town can be used towards achieving a more vibrant downtown.

Discussion for Honorary Member:

The Executive Director, Jenny Fortin, from the Gibson Centre has requested to be present at our next meeting in order to see if the ABIA and the Gibson Centre can partner in upcoming events and therefore requesting to become an Honorary Member. The ABIA will welcome Jenny Fortin to our next meeting and see what she can bring to the table. Gm Spurr will contact Jenny Fortin for the invite.

Municipal Election:

The ABIA partnered with Councillor Marc Biss for a Provincial Debate session last week which turned out not to be as successful as planned. For the Municipal Election a suggestion to create a separate debate for Businesses Only was discussed. Possibly partnering with the Chamber was also suggested. This would be an 'Open to Public' debate

Next Meeting: Our next meeting is scheduled for Thursday July 5, 2018

Motion to Adjourn: Director Lachlan McGurk

Adjournment: 9:10 am