



Alliston BIA Board of Directors Meeting MARCH

Thursday March 1, 2018

Alliston BIA Office

Vice Chair: Sherry Ward

Minutes

Attendance: Vice Chair Sherry Ward, Secretary Ro Davoodian, Director Heidi Mackenzie, Director Ryan Fox, General Manager Linda Spurr, Office Administrator Norma Freitag, Member Carleigh Maloney.

Regrets: Chair Mike Jerry, (proxy Vice Chair Sherry Ward) Director Lachlin McGurk, (proxy Heidi MacKenzie), Treasurer Julia Stubbs, (proxy Vice Chair Sherry Ward), Director Colleen Ross, Deputy Mayor Donna Jebb, Councillor Michael Beattie, Economic Development Officer Darcy Brooke-Bisschop.

Welcome

Vice-Chair Ward welcomed all those who attended the meeting this morning. Vice-Chair noted that quorum was not met so voting will be done via email.

Amendments and Approval of Agenda

No additions or changes to agenda.

Motion to approve the Agenda: No Motion

Declaration of Pecuniary Interest

None noted

Amendments and Approval of Previous Minutes February 2018

No additions or changes to the previous minutes.

Motion to approve the February 2018 Minutes: Director Lachlin McGurk, Director Heidi MacKenzie

ABIA Good News

Director Ryan Fox shared with the Board that The Printing House will be expanding in the near future.

Director Heidi MacKenzie acquired a Special Security Clearance for Base Borden. This has given her the opportunity to allow for reframing of certain memorabilia and other framed items within Base Borden.

GM Spurr shared with the Board the opening of Table for 2 Steak House - to be opening in mid-March as well as a Grand Opening for The Quest Market this Saturday March 3, 2018.

GM Spurr attended the Golf and Travel Show this past weekend and handed out downtown maps

Carleigh Maloney from Clothz shared that Spring is in the air and business is thriving.

Treasurer's Report

Current invoices were presented. Motion to pay current invoices: No Motion

General Manager's Report

New Businesses Opening:

Table for 2 Steak House – mid-March

The Quest Market – Saturday March 3, 2018 Grand Opening

Events:

-Food Truck Rally applications are coming in. Working on getting the logistics confirmed and entertainment booked. This year's event will take place Saturday June 16, 2018.

- Potato Festival/Rurban Fest application forms are out. Several vendors have already submitted completed forms and payment. In the process for booking entertainment, kids zone, etc.

- Farmer's Market is looking at investing in more entertainment at the market as well as a sound system to draw more people to the market. The goal is to attract more local farmers to become vendors so that the market can eventually become self-sustaining.

Marketing:

- Downtown maps were printed and handed out at the Golf and Travel Show this past weekend. People were very receptive
- Working on getting quotes for new swag bags with our logo and signature events

Alliston Rib Fest:

The ABIA learned about the Alliston Rib Fest through social media this past week. GM Spurr, along with Treasurer Julia Stubbs, Secretary Ro Davoodian and several members met with the Town Mayor, Deputy Mayor, CAO, Ec Dev to discuss why the ABIA was not informed of this large public event. Councillor Michael Beattie chaired the meeting. The CAO expressed that the ABIA were scheduled to be informed at some point.

The Town needs to keep the lines of communication open with the ABIA when making decisions to bring in outside events into the Town. There are several factors that need to be considered so that there are no conflicting issues with our signature event and our local stakeholders.

GM Spurr will contact The Rib Fest co-ordinator to discuss a) confusion regarding the event and why wasn't the ABIA informed, and b) a plan to work with The Rib Fest Owner to promote Alliston Downtown and our Food Truck Rally.

Shelter on Paris St:

There have been several complaints with downtown store owners with regards to those who are using this shelter. Some complaints were:

- *People begging for money outside store fronts and becoming aggressive
- *Hanging around inside stores that are trying to close for the evening because the shelter is not open
- *Creating an uncomfortable atmosphere for store employees as well as customers in these stores.

GM Spurr will look into addressing the issue of changing the location of the shelter come this fall/winter so that our downtown members will not be affected.

Economic Development Report

- **OMAFRA Main Street Revitalization Initiative Funding**
 - Town has been allocated \$57,333.
 - Details on how the Town will access the money and how it can be spent are still to be determined. The limited information that is known, seems to indicate that funds will likely go towards our Community Improvement Plan (CIP) programs and/or to fund municipal projects/initiatives that fall into four broad categories that address:
 - Energy efficiency;
 - Accessibility;
 - Marketability of small businesses within the main street areas; and
 - Municipal or other public infrastructure within main street areas that will help the small business area.

- **Agriculture and Agri-food BR+E Study**
 - County has started conducting interviews throughout the region. None have taken place in New Tecumseth to date.
 - County continues to coordinate scheduling of interviews. Farmers are the focus until mid-April, then moving into other elements of the value chain (i.e. food processors, retailers, restauranteurs, etc.).

- Any businesses interested in participating can contact edo@simcoe.ca for more information.
- **Manufacturing Labour Market Study**
 - Sub-committee working groups have been formed based on trends/highlights of survey results – Focus on Newcomers, Employer Resources, Job-Seeker Resources, [Job Central](#) enhancements.
 - The County hosted an event on February 26th at Nottawasaga Inn to provide an update to manufacturers in south Simcoe and engage them in sub-committee working groups.
- **Marketing & Communications**
 - Working with marketing company to update existing collateral pieces.
 - New Tec Newsletter will be released by end of second quarter. Fall 2017 edition was not produced due to the staffing vacancy at Town.
 - RFPs for Town website redesign project received and reviewed. Communications and IT working on report to Council re: next steps.
- **Tourism**
 - Regional Doors Open & Culture Days event being coordinated by Tourism Simcoe County has been confirmed for Saturday, September 29th.
 - Heritage staff from the Town working to determine potential venues.

PILLARS

Beautification:

Boyne River Cleanup

- Director Heidi MacKenzie who heads up the project shared some information from some emails that were exchanged between the NVCA and Parks and Recs.
- Patrick D'Almada, Director of Parks and Rec for the Town of Alliston suggested that “a formal request from the ABIA Board to Town Council” would be a great start in getting the ball rolling. He continued to suggest “if supported by Council, staff would develop a budget to conduct feasibility study in 2019 or 2020 (subject to Council approval) and future funding considered based on the results of the feasibility study (subject to available funding and Council approval). Professional contractors are required to complete some of the

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work, and a permit / timing for any type of machine type removal of stumps from the bank, watercourse alteration, or in-water is required.”

- Director MacKenzie will take a walk along the riverside in Spring and start conducting a study of her own to present to the Board.

New Business:

The OBIAA Conference is April 16-18, 2018 this year. Attending the conference will be Chair Mike Jerry, Secretary Ro Davoodian, Direct Lachlin McGurk, and General Manager Linda Spurr.

The AGM this year is to be set for Thursday April 26, 2018 at 6:00pm. Location is at the ABIA office.

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

Motion to Adjourn: Secretary Ro Davoodian

Adjournment: 9:10 am