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the best of both worlds*

**Alliston Business Improvement Association
Board of Directors Meeting January
Monday January 16, 2017
7:30 am
ABIA Boardroom
Chair: Mike Jerry**

Minutes

Attendance: Chair Jerry, Vice Chair Ward, Secretary/Treasurer Davoodian, Director McGurk
Regrets: Director Mackenzie, Director Stubbs, Town Liaison Councillor Beattie and Deputy Mayor Smith.

Welcome

**Director MacKenzie sends regrets and gives proxy to Secretary/Treasurer Davoodian,
Director Stubbs sends regrets and gives proxy to Vice Chair Ward.**

Amendments and Approval of Agenda

None

Declaration of Pecuniary Interest

None noted

Amendments and Approval of Previous Minutes (December 2016)

Motion to accept, Vice Chair Ward, Second Secretary/Treasurer Davoodian, carried

ABIA Good News shared by Directors

Treasurer Report

- Invoices to present
 - Invoice from Alliston Signs re; East end banner installation.

Council Report from Town Liaison

- It was agreed that it is again time to include Town Council in our plans and initiatives for the new year. March meeting – GM Spurr to speak to Councillor Beattie and discuss invitation to councillors to our March board meeting to share.

GM Report

- Branding TM - GM Spurr to send letter registered mail to person using our branding to kindly “cease and desist” using our property – AFTER trademark is registered.
GM Spurr to proceed with TM – report back if it is a cost of over \$20,000.00
Motion to proceed with TM registration; Vice Chair Ward, Second Secretary Treasurer Davoodian, carried
(trademark Canada .org)
- GM Spurr presented her Report on 90 day objectives 2017

PILLARS:

Communication

- WIFI - Next meeting is Tuesday Jan 24th in the ABIA office

Events

- Getting vendor applications on- line for mid Feb
- Food Truck Rally (discussion on possible omission of Battle Brushes to add another event)
- Possible New event Artisan Market Day (including Battle Brushes - July) Set up meeting with SS Arts Council to discuss.
- Rurban Street Festival during the Pot Fest Weekend.

Marketing

- What advertising do Board members use for their business? It was determined that most of our Directors do not use print as advertising.
- Question to all ABIA Members – What product / service makes you unique? (newsletter)
- Focus on destination businesses – pamphlet, website and commercials all to coordinate.
- Purchase tv screen – Secretary/Treasurer Davoodian to buy this month. Vote : Motion for tv screen to be purchased Director McGurk, Second Vice Chair Ward, carried.
- Analytics on Face Book for ABIA to share at next meeting.

- No print ads this year, with exception Briar Crier.
- MARKETING MEETING FEB 6TH 6:30 pm Lachlan to chair. Food provided GM Spurr Send meeting request and Agenda
To produce a Marketing schedule for 2017

Beautification

Attraction & Retention

New Business

Adjournment

Motion to adjourn Director McGurk