

**Alliston BIA Board of Directors Meeting JANUARY**  
**Thursday January 16, 2020**  
**Alliston BIA Office**  
**Vice-Chair Sherry Ward**

**Meeting begins: 7:37 a.m.**

**Attendance:** Vice-Chair Sherry Ward; Secretary/Treasurer Ro Davoodian; Director Mike MacEachern; Treasurer Julia Stubbs; CAO Blaine Parkin; ABIA General Manager Linda Spurr; Marketing and Communications Coordinator Kelsie Ludlow

**Regrets:** Chair Mike Jerry; Economic Development Officer Darcy Brooks Bishop; Director Carleigh Maloney; Director Colleen Ross; Councillor Michael Beattie

**Welcome**

**Amendments and Approval of Agenda**

No changes to the agenda noted.

Motion to approve the agenda: Director Mike MacEachern, second; Secretary/Treasurer Ro Davoodian, carried.

**Declaration of Pecuniary Interest**

None noted.

**Amendments and Approval of Previous Minutes (November 2019)**

None noted.

Motion to approve: Secretary/Treasurer Ro Davoodian; second; Director Julia Stubbs, carried.

**ABIA Good News**

General Manager Linda Spurr shared that the Heritage Signs have received approval from Council and should be installed by the end of the first quarter.

Marketing Communications Coordinator Kelsie Ludlow shared that our Instagram page has reached over 1000 followers.

**Treasurer Report**

- Invoices are presented for Board approval, unless they are standard.
  - ➔ None to present.
- Profit and loss statements were reviewed.

**General Manager Report**

Members:

- Shared member visits over Q1.
- A 2020 Member Feedback Survey has been sent out via email and Survey Monkey.
- General Manager Linda Spurr to hand deliver surveys on member visits.
- To put survey and survey results on website.

### OBIAA Conference

- April 19-22.
- Marketing/Comms Coordinator Kelsie Ludlow and General Manager Linda Spurr to attend.
  - ➔ Cost is \$794 per person for full conference.
  - ➔ Three delegates attending: GM Linda Spurr, Marketing/Comms Coordinator Kelsie Ludlow and third to be split between directors (interest from Director Mike MacEachern and Secretary/Treasurer Ro Davoodian)
  - ➔ Confirmed by consensus.

### Bookkeeper

- Treasurer Julia Stubbs and General Manager Linda Spurr interviewed candidates.
  - ➔ To be part-time, 6 hours/week at \$20/hour.

Motion to hire Cristina Cutruzzola to a max \$6500/year: Director Mike MacEachern, second; Secretary/Treasurer Ro Davoodian, carried.

### Year End Financials

- Auditor coming in **February 27<sup>th</sup>** to review financials.
- **2020 Budget** reviewed by Board in September and November – reviewed and approved by Council in January.

Motion to accept 2020 budget: Treasurer Julia Stubbs, second; Secretary/Treasurer Ro Davoodian, carried.

### DMS Workshops

- OBIAA is giving us the opportunity to host two back to back workshops.
- Classroom style with 20-40 participants.
- Option to host in March, April or May → May suggested.
- Topics include: social media, websites for small business, SEO and marketing/advertising budgets.
- OBIAA to cover the cost for venue, food, etc.

### Welcome Wagon

- Cost for last year was \$682 – no reliable measurables.
- Option to pay \$3/house and that will provide us with a list of each house that is visited.
- Decision to stop spend on Welcome Wagon.

### Update on Beeton Station development

- MCR is being done by Simcoe County.
  - ➔ OPDI waiting to see what comes out of the MCR before moving forward with Beeton Station.
  - ➔ County anticipates a year and a half before MCR is complete.

- General Manager Linda Spurr and Director Mike MacEachern to talk to planning department at Town – see what ABIA’s role would be and put together position paper.

## **Economic Development Report**

### County of Simcoe Economic Development Strategy

- County is updating its Economic Development Strategy and is seeking input from business owners as a part of their consultation process.
- Business owners and operators can provide input at <https://www.surveymonkey.com/r/KF2RBZF> until Thursday, January 30<sup>th</sup>.

### Nottawasaga Futures South Simcoe Business Excellence Awards

- New Tecumseth hosting this year.
- Date tentatively set for week of May 4-8; venue and timing to be determined.
- More details will be shared as they become available.

### Mayor’s Breakfast

- Date tentatively set for Wednesday, June 10<sup>th</sup>; venue and timing to be determined.
- More details will be shared as they become available.

### Heritage-Style Street Name Signs

- Report approved by Council.
- Phase 1 signs to be produced and installed in Q1.
  - includes the 19 signs on Victoria Street identified by the ABIA and Town Engineering Department

### Pop Up Patios Pilot Project

- ABIA will need to address the comments included in report from the Town’s Public Works and Engineering Departments.
  - A third-party engineering firm will need to be retained by the ABIA to “review and provide comments on the feasibility of the proposal to ensure it meets current industry standards and practices in terms of safety without impeding traffic flows on Victoria Street” prior to submission of any applications to the Town.

### Community Improvement Plan Review and Update

- Stakeholder sessions held December 10<sup>th</sup> and 17<sup>th</sup>
- Details on upcoming Visioning Workshop to be shared by Planning Dept. when available.

### Comprehensive Zoning By-law Update

- Input can be provided through the Zoning By-Law Update Survey found here: <https://newtecumsethzoningupdate.metroquest.ca/>
- Next public workshop expected to take place in March.

### Wayfinding Signage

- All signs have been produced, any remaining installations to occur by end of Q1.

## **PILLARS**

### **Beautification**

- Thank-you letter sent to Fred Somerville at Somerville Nurseries for the donation of trees
- **Alliston Signs** currently does our gateway banner for \$1200 (install and storage)
  - ➔ **Artisan Streetscapes** has quoted \$340 for banner
  - ➔ Look into having more banners throughout the year if saving on installation.

## Events

- Focus on sponsorships for Rurban Sights and Sounds downtown event.
- Applications for **Farmers Market** and **Rurban Sights and Sounds** to be ready for early February.
- **Alliston & District Chamber of Commerce** is in contact with Potato Festival Fairgrounds Committee and offered help → get in touch with Chamber to communicate about the different segments of the event.
- **Alliston & District Chamber of Commerce Home and Leisure Show (March)** – ABIA to look into putting a booth in the show now that the venue has changed.

Motion to approve booking a booth at the Alliston and District Chamber of Commerce Home and Leisure Show: Director Mike MacEachern, second; Secretary/Treasurer Ro Davoodian, carried.

## Marketing/Communications:

- **2020 marketing schedule**
  - ➔ Met with **GEL** on Monday 13<sup>th</sup> to go over 2020 marketing schedule and ideas.
- Developed a **shareable working document** that includes all deliverables for the year including for attraction and events.
- Will present monthly schedule beginning in February – if Board has any input, ideas or changes they can then be made to the schedule.
- Will be putting more focus on **Rurban branding** and ensuring that it is represented consistently.
- **“Business highlights”** content to showcase our local businesses.
- Have started a **“business supporting community”** campaign to highlight all of our businesses that support charitable initiatives
- Event marketing → spoke to GEL about creating a **media/social kit** for events that includes all our proper branding and images to promote our events that can be sent out to members to keep promotions consistent.
- To meet with Katherine from **CTV** to look into a winter/spring commercial to run on CTV and at the **Circle Theatre**.
  - ➔ Will keep commercial on socials and insert onto our website.
  - ➔ Look into cost for running a commercial at **Imagine Cinemas** pre-show as well.

## New business

**Motion to adjourn** by Director Mike MacEachern, Second; Treasurer Julia Stubbs, carried.

**Meeting Adjourned 8:27 a.m.**