

Alliston BIA Board of Directors Meeting
Thursday April 3, 2020
Teleconference
Chair Mike Jerry
Conference Phone Number: 1-866-602-6731
Conference ID: 1692340

Meeting begins: 9:00 a.m.

Attendance: Chair Mike Jerry; Vice-Chair Sherry Ward; Secretary/Treasurer Ro Davoodian; Director Mike MacEachern; Director David Grossi; Councillor Michael Beattie; ABIA General Manager Linda Spurr; ABIA Marketing and Communications Coordinator Kelsie Ludlow;

Regrets: Treasurer Julia Stubbs; Director Carleigh Maloney; Director Colleen Ross;

Welcome

Amendments and Approval of Agenda

No changes to the agenda noted.

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

Declaration of Pecuniary Interest

None noted.

Treasurer Report

- Invoices are presented for Board approval, unless they are standard.
 - No new invoices to be presented.

New Business:

Chair Mike Jerry posted a video summary of most recent conference call with Deputy Mayor, Councillors, MPP Jim Wilson, MP Terry Dowdall, as well as BIA and Chamber reps.

- Presented ABIA's action plan
 - MPP Jim Wilson addressed essential/nonessential businesses questions and confirmed that essential retailers are able to sell their full inventory of goods.
 - Deputy Mayor Richard Norcross suggested that Economic Development Officer draft a plan to help small businesses → ABIA offered our action plan as a template and to be a sounding board to provide assistance on this.

Councillor Report:

- Conference call at noon today with Economic Action Group.
- Tabled a motion at Council Meeting on Monday (March 30th) to discuss enhanced measures to support small businesses – motion was voted against.
- Measures will be discussed at April 20th Council Meeting
 - Next steps: By April 13th (week before meeting date) have a draft of what will be presented at the meeting to be included in the agenda.

General Manager Report:

Ecommerce and Marketing

- Marketing to date during pandemic has been primarily information sharing about resources for businesses during COVID19.
- Include marketing for the membership downtown businesses.

General Manager Linda Spurr proposed idea of an ecommerce page added to the ABIA website for people to purchase gift cards to local businesses.

→ \$3500 cost to ABIA to develop webpage and put program in place.

- Benefits of this program would be to generate immediate income for businesses, show businesses that we are working through multiple outlets to support them, would have the ecommerce page available long term (ex: for future marketing campaign ideas).
- Concerns about how successful this program could be given the current website traffic, weighing the cost to set up the page vs. success of the program and involvement in educating members on the program, signing up and maintenance and monitoring program from the backend.

Next steps: General Manager Linda Spurr to get more detailed information from GEL about Barrie's program (what's involved, successes, etc.).

Alternate suggestions:

- Actively work on social media programs to promote businesses who are offering curbside pick-up/porch drop off, online/phone ordering, takeout, etc.

Next steps: for Monday - develop plan for "Hop-online" program encouraging people to share how they have been supporting a local business (ordering takeout, purchasing from retailers online or over the phone, etc.)

- Post a photo of what you purchased, tag ABIA and store (optional: leave Google review for business) and be entered to win (either gift certificate or raffle basket with products from local businesses)

Continue to share COVID19 information and resources via social, website, Mailchimp and email.

- Make information accessible and easy to understand.
- Remind members that ABIA is available to assist and answer questions, address concerns.

Digital Main Street:

- Digital Main Street workshops for May have been rescheduled → will connect with OBIAA in May to schedule alternate dates.
- Will continue to promote FREE webinars from Digital Main Street that offer resources to help businesses build online platforms.

Motion to adjourn: Director David Grossi; Second Secretary/Treasurer Ro Davoodian, carried.

Meeting Adjourned 10:19 a.m.