

Alliston BIA Board of Directors Meeting
Friday, April 17, 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; Treasurer Julia Stubbs; Secretary/Treasurer Ro Davoodian; Director Mike MacEachern; Director David Grossi; Director Colleen Ross; Councillor Michael Beattie; ABIA General Manager Linda Spurr; ABIA Marketing and Communications Coordinator Kelsie Ludlow

Regrets: Vice-Chair Sherry Ward

Welcome

Amendments and Approval of Agenda

No changes to the agenda noted.

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

Declaration of Pecuniary Interest

None noted.

Amendments and Approval of Previous Minutes

None noted.

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

Treasurer Report

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

New Business:

Update from ABIA Chair

- Wednesday (April 15th) conference call with MPP Jim Wilson, MP Terry Dowdall, Deputy Mayor Richard Norcross, BIA Councillors and Chamber representatives.
 - Discussed programs that have been rolled out thus far and addressed any additional gaps in supporting our members.

Events

Farmer's Market

- Have postponed start date to June 6th
 - Will continue to monitor COVID-19 health and safety recommendations and will make a final decision towards the end of May.
 - Alternative options include ordering online directly from farmers or producing market baskets.

Annual General Meeting

- Have decided to postpone meeting for the time being and will discuss rescheduling when we are able to meet again in-person.
- Alternative options include having a teleconference meeting or rescheduling for later in the year when it is safe.
- Note that when office operations return to normal that members are always welcome to come into the office to see records and discuss any questions or concerns.

Potato Festival

- Potato Festival Fairgrounds Committee is having a teleconference Tuesday, April 21 at 7 p.m.
→ GM Linda Spurr to update after this meeting.
- Will continue monitoring recommendations provided by Government and Health Officials and will make a final decision by late May/early June.

Marketing

- Informing members through email and social media regarding roll out and updates of provincial and federal support programs.
- Continuing to promote businesses who remain open for business and offer safe ordering and receiving of products.
→ Hop Online campaign going strong so far – positive feedback.

Livestream event

- Put together a more detailed scope for this event idea and what the ROI could be.

Projects

- Pop Up Patios → information is being sent directly to Economic Development Officer Darcy Brooke-Bisschop – discussion on project has been moved to May 11th Council meeting.
- Website update
→ Previously put on hold for the time being → moving forward will look into options for this to prepare for post pandemic operations.

General Manager Report

- Ecommerce page → Barrie BIA launched page on April 2nd and have 50 members on board.
- Have around \$5200 in sales so far.
- Continue to monitor their project and see if it would be viable for our BIA.

Motion to adjourn: Secretary/Treasurer Ro Davoodian; Second, Director Colleen Ross, carried.

Meeting Adjourned 9:32 a.m.