

Alliston BIA Board of Directors Meeting
Thursday, May 7th, 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; Treasurer Julia Stubbs; 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: Director Colleen Ross

Welcome

ABIA Board of Directors Good News:

Chair Mike Jerry shared that he's feeling positive that everyone is safe and healthy.

Director Mike MacEachern shared that we are starting to come out of COVID-19 and is pleased to see that there haven't been many cases in New Tecumseth.

Secretary/Treasurer Ro Davoodian shared that he's glad to see we're making progress with slowly getting back to normal.

Marketing Communications Coordinator Kelsie Ludlow shared that the ABIA Hop Online campaign went well and received positive feedback.

General Manager Linda Spurr shared that our Chair, Mike Jerry was recognized by 92.1myFM for his volunteerism in the community. She also shared that she's been hearing positive feedback from members in regards to the efforts of the ABIA during the pandemic.

Councillor Michael Beattie shared that CLASS has successfully been supporting people in Simcoe County through the pandemic and everyone has remained healthy.

Treasurer Julia Stubbs shared that she's happy to see everyone is staying safe and healthy.

Director David Grossi agreed that he is glad everyone is remaining safe and healthy.

Amendments and Approval of Agenda

No changes to the agenda noted.

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

Declaration of Pecuniary Interest

None noted.

Amendments and Approval of Previous Minutes

None noted.

Motion to approve: Vice-Chair Sherry Ward; Second, Treasurer Julia Stubbs, carried.

Treasurer Report

- Profit and loss were distributed before today's meeting for review. Any questions can be addressed to GM Linda Spurr.
- Invoices are presented for Board approval, unless they are standard.
 - No new invoices to be presented.

Update from ABIA Chair:

- The ABIA has received the 2020 levy.
 - Input has been requested from the Board of Directors on suggestions for what to do with funds that aren't currently in use (major events and projects will be on hold until the fourth quarter).
 - Board of Directors agrees that ABIA should use these funds towards marketing initiatives or another project that will benefit the businesses when operations resume, post-pandemic.
- Chair Mike Jerry, GM Linda Spurr and Councillor Michael Beattie have continued weekly calls with MP Terry Dowdall, MPP Jim Wilson, Council members, BIA and Chamber staff.
 - This weeks' call discussed the possibility of relief programs for commercial rent.
 - No timeline has been set yet for this type of program.
 - Councillor Michael Beattie says that a report will be shared at Monday's Council meeting regarding the restructuring of reserve balances to retool CIP and other programs to help businesses.
 - Council Agenda to be distributed to Board of Directors once received.

Council Report:

- Councillor Beattie shared that there has been discussion amongst members regarding payment deferrals and relief (taxes, utilities) and that questions on this topic should be answered at Monday's Council meeting.

General Manager Report:

Financials:

- Board of Directors agrees by consensus that a portion of the levy should be put into a higher interest account for the time being.
- All documentation has been submitted for the year-end audit.
 - Waiting to hear back if auditors require anything else to complete the audit.

Membership:

- **GM Linda Spurr has been making phone calls to members.**
 - Overall feedback has been positive about the ABIA's efforts during the pandemic.
 - Agreed we need to develop an aggressive marketing plan for post-pandemic operations.
- **Chair Mike Jerry shared that the Economic Development Officer will be dedicating time to researching what other municipalities are doing in terms of a recovery plan.**

→ ABIA Board of Directors and Staff will do the same (for BIA's) and forward valuable information to GM Linda Spurr.

- Some members are becoming very versatile in how they operate → Taqueria El Norte opening for grocery items, Williams selling pizza, grocery items and baked goods.
- **Two cannabis store locations are opening up at 60 and 70 Victoria St. (AGCO applications are currently in progress).**
 - Alliston Herald reached out for comment about having two locations opening in the downtown core.
 - ABIA agrees that as long as the businesses have proper permits and are zoned properly they will be supported by the ABIA.

Pillars:

Events

- The closure of Municipal property for events means that our Rurban Sights and Sounds downtown event will have to be cancelled for 2020.
- **Farmer's Market** → if downtown businesses are able to open by mid-June then the Market should go ahead (following social distancing and health and safety measures).
- Secretary/Treasurer Ro Davoodian and GM Linda Spurr spoke about introducing a new event in the fall for the downtown core.
 - Councillor Michael Beattie suggested ABIA could reach out to Potato Festival committee and arrange an event at the end of the fall/end of potato harvest.

Beautification

- GM Linda Spurr sent an email to the Parks department to see when they will be able to do the flower arrangements downtown.

Marketing

- Previous meeting the ABIA website redesign was addressed as a project we should move forward with to prepare for post-pandemic operations.
 - Direction was to get quotes from other providers and to see if quote from our marketing partner, GEL, could be brought down in price.
 - GM Spurr acquired a quote from Barrie 360 and negotiated GEL's price to \$6100 (includes maintenance) – sent out a mock-up of website landing page prior to meeting.
- Suggested that a mock-up needs to have a more personalized feel before a decision can be made.
- Suggested that we look for local talent or a summer student with web design experience for the project.
- Suggested that ABIA puts out the opportunity for different companies/individuals to present a package with the qualities and aspects we want in our website and then move forward with one of those options.
- Agreed that there is a sense of urgency with this project.
- Suggested that Board members who have had positive experiences with any web-design companies they have worked with in the past present these as an option to work with.
- Next steps: GM Linda Spurr to work with Secretary/Treasurer Ro Davoodian and Director Mike MacEachern to put together a plan of what we want included on the website and reach out to multiple options to present a mock-up.

Hop Online

- Received 32 entries of people who supported local businesses and tagged us in their shared photos.
 - Many people also shared posts but didn't tag us.
 - Received recognition from OBIAA on the creativity and timing of the program, positive feedback from members and other BIAs.
 - Will be posting winners beginning Friday, in combination with promoting businesses.

Other Projects

- Pop Up Patios → installers have received engineer stamped drawings to be forwarded to Economic Development Officer Darcy Brooke-Bisschop
- Suggested that portion of the levy fund could be used to market the Pop-Up Patio project or enhance aesthetically.
- Barrie is looking to expand their project into parking spaces so that people can practice social distancing.

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

Meeting Adjourned: 10:10 a.m.