



Alliston BIA Board of Directors Meeting MAY

Thursday May 11, 2017

Alliston BIA Office

Chair: Mike Jerry

Minutes

Attendance: ABIA Chair Mike Jerry, Vice Chair Sherry Ward, Secretary/Treasurer Roham Davoodian, Director Lachlan McGurk, Director Heidi MacKenzie, Director Julia Stubbs, Director Collen Brinston, ABIA / Town Liaison Deputy Mayor Jamie Smith, Councillor Michael Beattie, General Manager Linda Spurr, Office Administrator Norma Freitag

Regrets: Director Ryan Fox

Welcome

Chair Mike Jerry welcomed all and thanked everyone for attending today's meeting

Amendments and Approval of Agenda

No additions or changes to agenda.

Motion to approve the Agenda Deputy Mayor Jamie Smith, Second: Director McGurk: Carried.

Declaration of Pecuniary Interest

None noted

Amendments and Approval of Previous Minutes (April 2017)

No additions or changes to the minutes

Motion to approve the April 2017 Minutes: Director MacKenzie, Second: Director Stubbs: Carried.

ABIA Good News shared by Directors

Deputy Mayor Jamie Smith informed the Members that the Town has won the case against the Ice Cream Parlour. This does not mean that the business is to close as it was never the Town's intent. Provisions for the parlour to operate were disclosed as follows:

- All signage except 2 that were approved by the Town are to be removed
- All patio furniture accessible by patrons in front and rear of the property
- Must fence off or barricade the entry to the expanded patio in the rear of the property

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- Ensure, with the exception of one employee, that all employees are residence of the house
- Must pay the Town a penalty of \$7500.00 in legal costs

This sets precedence for all businesses that choose to start-up illegally. Deputy Mayor Jamie Smith stated that he will lead with the 'overhaul' of this Bi-Law in the General Meeting with Council.

Treasurer Davoodian shared that there seems to be an increase in traffic throughout the Downtown Catchment area. Good signs for things to come!

GM Spurr shared that we have our first sponsorship for 2017 from one of our local businesses. The Alliston Convenience Store kindly sponsored funds that will go towards the Kids Zone at our Rurban Fest this year in August. As well, the Cork and Vine celebrated 15 years of business and a successful celebration took place last Saturday May 6, 2017 in their store.

Chair Jerry shared with the members, the Boyne River Clean-up at Riverdale that took place this past Saturday May 6th was a success. He stressed the importance of how the board needs to get more involved in pursuing this matter and a letter will be addressed to the Council to put this matter into their plans for the Town to take action.

Treasurer Report

- Current invoices were presented
- Members decided it was unnecessary to continue spending funds on placing an ad for all announcements for our Annual General Meeting as letters and emails should suffice.
- A change in the Constitution regarding placing an ad for future meetings will held by the Alliston BIA, will be modified.

Motion to approve change in the Constitution and approval to pay invoices: Director McGurk, Second: Vice Chair Ward, Carried

General Manager Report

GM Spurr visited the Cork and Vine for their festivities celebrating their 15yrs of being in business. As well as, welcoming Gama and the opening of the Yoga Studio business.

There is a new business in our downtown core on Victoria St.; AAA Driving School. GM Spurr is looking into speaking with a few new businesses in our Catchment area in utilizing government grants that are available to them in order for them to aid in proper signage of their businesses as well as updating the look of their buildings.

Cool Moose has sold their Ice Cream Store to someone else. This business will be under new management shortly.

GM Spurr will be addressing a Deputation to the Town this coming Monday May 15, 2017 to discuss why the Alliston BIA was declined two important Event Grants to aid in the success of our upcoming events. The neighbouring BIA's were granted their funds. When reached out to the Town Members to discuss the reasoning behind the decline, there was no real concrete information given.

Rose Taylor (previous member) sent the Alliston BIA members a Thank You card in recognition of her retirement.

Councillor Report

Deputy Mayor Jamie Smith addressed the issue with regards to our Town water source. The Town of Alliston shares a pipeline with Collingwood. Alliston Town Council is at an impasse with Collingwood Town Council in negotiations with the servicing of our town's water supply and if things do not get resolved quickly there will be no water supply to the Town of Alliston within two years.

A suggestion to sell the system to a big conglomerate might be ideal is all are in favour. The benefit to this would alleviate Town debt and allow the conglomerate to carry the cost. This would allow the Town to utilize funds in other areas of importance i.e: the relocation of Banting High and or a 'hub' that would facilitate a public swim pool, library, daycare, police services etc.

Communication Pillar: WIFI Downtown Alliston Project **Guest Speaker: Adrian Harding of Royal City IT**

Proposal to install WIFI to our Downtown Catchment Area

Guest Speaker Harding spoke on the benefits of providing the Catchment Area with WIFI as it would create crucial data for all its members in the purpose of generating increased levels of revenue to the area, as well as ensuring security and safety through the town.

The installation of WIFI would change the Downtown Catchment Area into a destination area. The data regenerated would allow it members to collect information regarding:

1. Demographics
2. Count Data
3. Associations
4. Impact of Change

He continued to state that installing security cameras on the streets of the Downtown Catchment Area with the proper authority of the Town as well as the Police Services Board would allow proper monitoring of our streets, therefore reducing the risk of crime, and therefore providing our community a sense of security.

A lengthy discussion over cost to facilitate the instalment of WIFI was still a growing concern to some board members. Although a formal and proper proposal was drawn up by Royal City IT, the uncertainty lied in the unknown costs of retro-fitting the street lampposts in order to accommodate the installation of WIFI. This cost would come from an outside source. Further investigation into the cost needs to be addressed before motion to move forward with the WIFI proposal was agreed by all members.

An agreement for a second meeting regarding the full cost of providing this service to the Downtown Catchment will be set in the upcoming weeks.

No motion to move forward this pilot project was given.

Events Pillar:

Discussion of continued contributions to the event of the SS Arts Council for the Battle of the Brushes was addressed. All members agreed to cut the contribution in half this year and carry that decision forward. The SS Arts Council can look into finding other sources to shore up the difference through other municipalities and BIA's.

Motion to cut contribution: Vice Chair Sherry Ward, Second: Direct Colleen Brinston, carried.

Events Policies and Procedures:

Adjustments to Event Policies have been made by members that no vendor or not for profit vendor should be allowed to serve FREE food or beverages at our events. No FREE products should be given out. This is a conflict with other businesses in our Downtown Area as it ultimately reduces revenue to existing businesses.

Motion to accept new policy: Treasurer Ro Davoodian, Second: Direct Heidi MacKenzie, carried.

Liquor Licence is being processed for upcoming events.

Marketing Pillar:

No more funds left in the budget this year to increase marketing.

Beautification Pillar:

Grounds surrounding the West End Poles have been dug up and the construction company has been contacted to provide members with soil studies of that area. Hopefully those reports will come in soon.

Banting High School issue was addressed again with regards to Council meetings. It was asked by the Directors that Council is to inform members any time they are presenting in front of Council so that the Directors are well informed and educated of issues being addressed.

Motion to Adjourn: Director Heidi MacKenzie, Second: Treasurer Ro Davoodian

Adjournment: 9:30 am