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the best of both worlds*

**Alliston Business Improvement Association
Board of Directors Meeting, MAY
Thursday May 12, 2016
7:30 am
ABIA Boardroom
Chair: Mike Jerry**

MINUTES

Attendance: Chair Mike Jerry; Secretary Treasurer Ro Davoodian; Director McGurk; Director Mackenzie; Director Taylor

Regrets: Vice Chair Sherry Ward, Director O'Shana, ABIA Member Julia Stubbs

Absent: Town Liaison Jamie Smith

TASK	ASSIGNED TO	DUE DATE
Letter to Town Finance Dept regarding Levy payout	GM Spurr	By Budget Meeting in Sept.

Welcome

Amendments and Approval of Agenda

Vice Chair Ward gives proxy to Ro Davoodian, Director O'Shana gives proxy to Director McGurk

Motion to Approve Agenda: Director Mackenzie, Second Director Taylor, carried

Declaration of Pecuniary Interest

Amendments and Approval of Previous Minutes (APRIL 2016)

Motion to Approve; Director Taylor, Second; Director Mackenzie, carried

ABIA Good News shared by Directors

Treasurer Report

- Invoices to present – Bern's Planter program for ABIA Office
- Send a letter to Town finance department/Mark Surr to ensure procedures are put into place to obtain Levy money at beginning of year. Currently there is no procedure for the Town finance department to distribute the ABIA Member Levy money and it is usually advanced to BIA when requested but there has not been an agreed date in past.

GM Spurr has spoken to Mark Sirr regarding this and they will work out a schedule so it is consistent each year.

Council Report from Town Liaison

Deputy Mayor Smith was not in attendance so there is no report.

GM Report

PILLARS:

Communication

- Wifi project - Director McGurk had meeting with solutions inc. also working on building a new relationship with Rogers. Gathering information to find best way to put this project into place.
- Probus Surveys – We have received approximately 30 surveys back so far and the general consensus from the surveys returned is that this group is most interested in a wider selection of gifts, clothing and shoes in the downtown core. Most shop in our catchment area for pharmacy, groceries and restaurants. We are looking into what percentage of our membership offers loyalty discounts already and possibly a seniors day in the downtown.

Events

- **FOOD TRUCK RALLY**

The list is progressing as planned. We have Food Trucks in place; Beer Vendor; Entertainment; Logistics covered and are waiting on our SOP to be returned. Marketing plans are in place

- **POTATO FEST 2016**

Vendor applications are coming in and we are working on the entertainment. We are working on the marketing.

Marketing

- HWY / Road signs vote for way finding signage - Signage placed at Hwy 10& 89, CR27&89, CR50& 89, 89 & King St., 400 & 89 . This will give our Downtown Alliston great exposure.
Motion to order all signs Director McGurk, second Director MacKenzie, carried
- CTV commercial (Places to see)
This commercial runs over the summer as a special feature on CTV and in conjunction with Resorts Ontario \$5000
- CTV / FEO Potato Fest live feed will happen on the Friday evening during parade.
- Circle Theatre pre-show commercials – GM Spurr to continue to pursue this venture, and find suitable video to play.

Beautification

- Planter boxes come End of May
- Plants for boxes come early June

Attraction & Retention

- Picture Yourself Here Window Decals
- The Stairway leading to the parking lot behind the buildings on Victoria W. Needs to be repaired immediately to contribute to better foot traffic downtown. Our ABIA Members identified this as a problem at our last AGM. Chair Mike Jerry spoke to Councillor Marc Biss and Marc is going to let us know when stairs will be repaired. Chair Mike Jerry indicated to Councillor Biss that the ABIA wants this done by Potato Festival.

Other/New Business

Adjournment