



## **Alliston BIA Board of Directors Meeting JUNE**

**Thursday June 1, 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 Colleen Brinston, ABIA / Town Liaisons Deputy Mayor Jamie Smith, General Manager Linda Spurr, Office Administrator Norma Freitag

**Regrets:** Councillor Michael Beattie 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 Vice Chair Sherry Ward, Second: Director Heidi MacKenzie: Carried.

#### **Declaration of Pecuniary Interest**

Director McGurk noted conflict of interest regarding the Agenda item under Beautification - Flowers

#### **Amendments and Approval of Previous Minutes (April 2017)**

No additions or changes to the minutes

Motion to approve the April 2017 Minutes Treasurer Ro Davoodian, Second: Director Lachlan McGurk: Carried.

#### **ABIA Good News shared by Directors**

One of the highlights of Good News that was shared was that we have two new businesses opening in our Catchment Area. One is a retail business on Victoria Street and the other a Restaurant located in the Alliston Mills Plaza.

GM Spurr noted 5 new potential vendors for this year's Potato Fest/Rurban Fest to be added to the list of vendors.

Director Brinston shared The Dance Workshop had a very successful turn out for this year's recital. She excitedly reported that she was able to use all local vendors to enhance this year's attraction.

### **Treasurer Report**

Current invoices were presented. Motion to pay current invoices Director Strubbs,  
Second: Director MacKenzie  
Profit and Loss Statement was presented to board members. No issues noted with the statement.

### **General Manager Report**

#### **Marketing**

#### **Tourism**

- GM Spurr shared that she was working with Katie Bagshaw, Economic Development Department, to produce the downtown map for Alliston. It's still in the preliminary stages and details will follow in the near future. Funding for the majority of this project to come through Simcoe County.

#### **Television Commercial**

- Summer commercial to run from May 29 thru to June 29, 2017. Great Places To See on CTV.
- GM Spurr is also considering to produce two videos through social media to illustrate how
  - Alliston Downtown is a vibrant business community, featuring several interviews with many of our successful businesses and community members,
  - highlights of our Community Rurban Signature Events and a selection of our Flagship members which we can play at the Circle Theater.

#### **Radio**

- Rurban Food Truck Rally Event commercials are underway with MyFM and Country 105 as well as printed ads for the Food Truck Rally and Potato Fest/Rurban Fest for this year. Canada Post will mail out.

Other items discussed were collaboration with Banting Students regarding filming and addressing the issue of the move of the High School and the effects all stakeholders. GM Spurr is in process of working with Students in Banting High School to produce this.

The BIA is currently working on finding Sponsors for the Food Truck Rally who can support us and help us offset with the cost of the stage and sound system for the event. The Alliston BIA was declined by Council for funding for our events in 2017. (The ABIA requested \$2000. To elevate our events and \$2000. In waived fees for materials rented from the Town).

GM Spurr is currently working with the Contractors who are in the process of digging up the West End Poles, to carry out soil samples and re-install the poles. Approximate quote for the repairs range from \$12 – 15,000.00 Motion to move forward with the soil study and repair Deputy Mayor Jamie Smith, Second: Vice Chair Sherry Ward: Carried

Final comment was that GM Spurr was working on getting quotes for new updated signs at the entrances of our town like those in Tottenham. Existing signs are old and out-dated.

Part of our downtown clean-up is insuring that our vacant lots are maintained prior to our events. As such GM Spurr had arranged with Bob Mars to have the grass cut on the corner lot of Centre Street and Victoria Street as an honorarium to Matthews House for \$60.00. Motion to pay for honorarium Deputy Mayor Jamie Smith, Second: Director Colleen Brinston, carried.

### **Councillor Report**

Deputy Mayor Jamie Smith addressed the Town was working on two studies:

1. Parks and Rec's are working on improving recreation facilities around town to help attract people to the area. A major project that is being addressed is the possible construction of a new public pool facility.
2. The Town wants to create a good balance between Commercial and Industrial sectors

The Alliston BIA will send out a letter to its membership to encourage attendance at the next Town Council Meeting.

Deputy Mayor Jamie Smith concluded with there is a possible new source for water supply for the Town. He stressed that the more water that goes through the town, the better the pipeline will be.

Alliston BIA

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**Pillar:**

**Events Pillar:**

- Food Truck Rally

Everything is set in place for this year's rally. We have added vendors and entertainment to elevate the event.

- Farmers Market

This year's Farmers Market is off to a successful start! Opening weekend had great turnout. Chair Mike Jerry addressed that there needs to be a way to measure the success of all this year's events. Possibly approach business owners to see if there has been an increase in revenue during these events. We are going to use several different measurables this year such as counters, and wrist bands.

**Communications Pillar:**

- WIFI Downtown Alliston Project

After a lengthy discussion of the continuing WIFI project in the Alliston Downtown Catchment Area, it was decided that the board members would move forward with the trial project in Zone 1 first. Zone 2 to follow in future.

Motion to move forward with Zone 1 install: Director Stubbs, Second: Deputy Mayor Smith, Opposed: Vice Chair Sherry Ward. carried

**Beautification Pillar:**

- Downtown Flowers

The Board was informed that according to the RFP's all plants should be 18 inches. Members inspected the planted flowers and they are believed to be 16 inches. Then the planters do not meet the RFP size requirements. We will look into further. It was also discussed that there are very little flowers in the baskets and not what the ABIA had asked for. A discussion, as well as a formal letter, to Patrick D'Almada needs to address that the ABIA will not pay for the cost of the flowers until the flowers are rectified and replanted to meet the requirements of the RFP and our request.

Motion NOT to pay for the cost of flowers, Vice Chair Ward, Second: Director Stubbs: carried.

Director McGurk and Director Stubbs will approach Flato (Developer) to request funding to help pay for the new electronic signage.

Motion to Adjourn: Vice Chair Sherry Ward

**Adjournment: 9:24 am**