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**Alliston Business Improvement Association
Board of Directors Meeting, June
Thursday June 2, 2016
7:30 am
ABIA Boardroom
Chair: Mike Jerry**

Minutes

Attendance: Chair Mike Jerry, Vice-Chair Sherry Ward, Secretary/Treasurer Ro Davoodian, Director McGurk, Director Mackenzie, Town Liaison Deputy Mayor Smith, Guest: Julia Stubbs, Colleen Brinston.

Welcome

Amendments and Approval of Agenda

Director Taylor sends regrets and gives proxy to Director McGurk, Director O'shana sends regrets and gives proxy to Director Mackenzie
No amendments to agenda items
Motion by Director Mackenzie, second by Vice-Chair Ward, carried

Declaration of Pecuniary Interest

None noted

Amendments and Approval of Previous Minutes (May 2016)

Motion to approve by Director Mackenzie, Second by Vice-Chair Ward, carried

ABIA Good News shared by Directors

Treasurer Report

- Invoices to present – Grant Boyer approx \$600
- Paid the reserve back \$15000
- GM Spurr to create plan with Town Financial Department (Mark Sirr) as to when the ABIA gets the levy funds each year.

Council Report from Town Liaison

County projects infrastructure - More communication from our council regarding these projects

Staircase to back parking lot – Deputy Smith to look into when this will be ready. This is a safety issue for students of the Dance Workshop as there are two studios where students must go between the studios and that means all the way around the building to the front by Wild Wing. The staircase would be a safer solution to travel between studios as well as convenient for those who park at the back lot.

Suggested that Town buy Ace rental lot – public hub and thruway to back parking lot

Although all of New Tecumseth will be increasing in numbers, it is Alliston that is designated by County as growth note

Town hall to be Alliston Public School old property which has been purchased

GM Report

- Received Summer Student Grant and in hiring process through Focus.
- CTV commercial – promoting Downtown Alliston to air June and end July. Working on a new version for ABIA to use on Social Media as well as at Circle.
- Hwy Road Signs for Tourism – Just waiting on paperwork
- Rack Cards- New cards have been mailed out through Can Post for Food Truck Rally / Farmers Market and Potato Festival as well as distributed to local schools prior to the summer break.
- Potato Fest Brochures are being produced for mid July to hand out locally and printing is being split with Fairgrounds committee. Other flyers with info on our Victoria St Market for day of will be printed separately to control costs.
- Press Release for Food Truck Rally going out to MyFM, Country 105, local news print, as well as CTV
- Discussion over issues with some items of Potato Fest such as car show, free stuff , vendor spots.
- NEW Cell number for office cell phone with same last 4 digits as our office number 1787.

PILLARS:

Communication

Wifi – Director McGurk following up on the ROI for our members

Events

- FOOD TRUCK RALLY

- POTATO FEST 2016

FREE GIVEAWAYS – last year for this; GM Spurr and Secretary / Treasurer Davoodian to draft up procedure for 2017 festival. Set pricing for drinks such as water and no free giveaways on food items to keep a fair level of competition. To set rules regarding Friday night food vendors and to re-design the Potato Festival Application.

Marketing

- HWY / Road signs
- CTV commercial (Places to see)
- CTV / FEO Potato Fest live feed
- Circle Theatre pre-show commercials

Beautification

- Planter boxes & ABIA plants
- Hanging Baskets
- Gazebo on Mill Street – It was agreed by consensus that we shall just have the Town to repair planter for this year and then come with a plan for future years.

Attraction & Retention

- Picture Yourself Here Window Decals

Waiting on the images and send to all board

Other/New Business

- Julia Stubbs (Boston Pizza) would like to join the ABIA board of directors.
Vote

Motion to approve Julia Stubbs as ABIA Director: Director McGurk, Second Vice-Chair Ward, Carried. Next step to send to Town Council for final approval.

- Mayor's Breakfast invitations extended to Directors. At Woodington Lake Golf Club on June 21st at 7:30 am

Invite all Councillors, Mayor & Deputy Mayor to Fall meeting (Sept) / or go to council meeting in Fall to make deputation regarding declaring conflict at meetings and regarding Councillor wards extensions.

- GM Spurr to arrange a Meeting with our Directors and Town Planning Department as quick as possible regarding parking issues and charges.

Probus – waiting on more surveys to come in before setting

Adjournment – Motion by Director Mackenzie, Second Vice-Chair Ward, Adjourned