

Alliston BIA Board of Directors Meeting
June 4, 2020
Teleconference
1-866-602-6731
Conference ID: 1692340
Chair Mike Jerry

Meeting begins: 9:00 a.m.

Attendance: Chair Mike Jerry; Vice-Chair Sherry Ward; Secretary/Treasurer Ro Davoodian; Treasurer Julia Stubbs; Director Mike MacEachern; Councillor Michael Beattie; ABIA General Manager Linda Spurr; Marketing and Communications Coordinator Kelsie Ludlow

Regrets: Director David Grossi, Director Colleen Ross

Welcome

ABIA Good News

Chair Mike Jerry shared that he had a positive outcome from a conversation with a landlord about supporting tenants struggles with rent during the pandemic.

Secretary/Treasurer Ro Davoodian shared he's pleased to hear there are no new cases of COVID-19 in Simcoe County and that the Farmers' Market is starting soon.

Director Mike MacEachern shared that he's seeing more activity from employers wanting to hire staff.

GM Linda Spurr shared that the Market is opening soon and that we are prepared and ready for opening day.

Marketing and Communications Coordinator Kelsie shared that we have had a lot of engagement and positive feedback on recent social initiatives.

Councillor Michael Beattie shared that he's happy to see a lot of the businesses beginning to reopen and that many are getting creative with retooling their operations to adapt to current times.

Vice-Chair Sherry Ward shared that the downtown flower arrangements are looking beautiful.

Amendments and Approval of Agenda

Request to move Council Report up in the agenda.

Motion to approve: Treasurer Julia Stubbs, second Director Mike MacEachern, carried.

Declaration of Pecuniary Interest

None noted.

Amendments and Approval of Previous Minutes (May 2020)

None noted.

Motion to approve: Secretary/Treasurer Ro Davoodian, second Councillor Michael Beattie, carried.

Treasurer Report

- Invoices are presented for Board approval, unless they are standard.
- Profit and loss sent prior to meeting → have been accepted, waiting on approval once reviewed.
- No new invoices to present.

Council Report

- At May Council meeting the Pop-Up Patio program received ratification – as soon as restrictions are lifted and restaurants are allowed to reopen we can move forward with project.
- Zoning bylaw updates presentation confirmed that after Stage 2/3 it will come back to Council for final consideration.
Discussed developing a zone that includes broader permissions for residential and mixed-use development.
→ Would simplify zoning and give the Town the ability to oversee.
→ Mid-high-density development would be an express process in approvals.
- Councillor Beattie to send zoning report to Board after meeting.

New business

Garbage disposal in downtown

→ Chair Mike Jerry expressed concern with the set-up of pickup days resulting in garbage being on streets for multiple days of the week.

- Councillor Michael Beattie agreed to champion contacting the County of Simcoe to suggest that garbage collection should be moved to one day of the week for both sides of the street.

General Manager Report

GIC

- TD is offering 0.4% interest rate on a 100-day cashable GIC.
→ Secretary/Treasurer Ro Davoodian and GM Linda Spurr have gone over the numbers and are comfortable with putting \$150,000 from Operations budget and \$70,000 of \$72,000 in reserve funding.

Motion to approve putting full amount (\$220,000) into 100-day GIC: Secretary/Treasurer Ro Davoodian, second Councillor Michael Beattie, carried.

Summer Student

- Looking to hire a student within the next week to help with Farmers' Market and communications efforts.
→ will be using FOCUS to find candidates.

Pop-Up Patios

- Have spoken with restaurants identified for the project and all are still on board with taking part.
→ Verify with William's if the Market is permanent or if they are planning to return to restaurant operations.

- Director Mike MacEachern was speaking with Economic Development Office Darcy Brook-Bisschop about Barrie's program and how they are extending into parking lots – is this feasible for Alliston's project?
→ Ec Dev Officer's response was that there is potential to add to the project down the road, for the time being there is no application process in place to bump into parking lots.
- ABIA has taken on cost for the install of the bump out, building owners to pay for per sq/ft for sidewalk area, insurance, etc.
- Treasurer Julia Stubbs raised concern about ABIA paying for specific businesses to benefit from the patio project.
- Points raised that the general purpose of the project is to enhance the downtown and draw people to Alliston → after the pilot year of the project restaurant owners would be responsible for funding.
- Points raised that ABIA focus on developing project ideas (beautification, expanding future events, etc.) that will benefit the West End and SmartCentre part of the catchment area.

Electronic Sign

- Still no final decision on a location for electronic sign project.
- GM Linda Spurr has spoken to Economic Development Officer about project.
→ Working on contacting Essa to get information on their process and then can make decisions on how to move forward with the project.

PILLARS

Beautification

- Flowers planters have been installed in the downtown.
- Heritage Signs have been installed – positive feedback from business owners and community.
- Blade Sign installers haven't been able to operate during the pandemic (GM Linda Spurr will gather information next week on remaining installs and get timeline for when these can be put up).

Events

- Farmers' Market opening day Saturday, June 6th.
- Letter and map have been sent out to vendors.
- Required sanitization, signage and social distancing measures will be in place.
- Promotions for Market include businesses downtown.

Marketing/Communications:

- **Website presentations** from GEL, Barrie 360 and Director David Grossi's recommendation.
→ Board suggests having presentations put together to be sent to Directors to review on own time and formulate questions before narrowing down and making a final decision.
- **Social campaigns** have focused on Dining Guide spotlights of different restaurants to inform community about the stories behind owners/operators.
→ "Shop Like You Live Here" campaign will be starting with spotlight features on retail businesses → graphics have been made for social and posters.
- **Recovery Schedule** will include types of campaigns, where they will be, when they will begin/end and boosted locally.
→ Meeting Monday to discuss and finalize, schedule will be sent out to Board members post-meeting.

**Motion to adjourn: Vice-Chair Sherry Ward, second Director Mike MacEachern, carried.
Meeting Adjourned 9:55 a.m.**