

Alliston BIA Board of Directors Meeting JUNE
Thursday June 6, 2019
Alliston BIA Office
Chair Mike Jerry

Attendance: Chair Mike Jerry; Secretary-Treasurer Ro Davoodian; Director Stubbs; Director MacEarchern; Director Anderson; Councillor Beattie, Economic Development Officer Darcy Brooks-Bischof; ABIA General Manager Linda Spurr; ABIA Member/Building owner David Grossi

Regrets: Vice-Chair Ward; Director Wilson; Director Fox; Director Ross

Welcome

Amendments and Approval of Agenda

Mike Jerry moved to add Pop- up shops to New Business

Second: Michael Beattie, carried and added to agenda for discussion

Declaration of Pecuniary Interest

None noted

ABIA Good News was shared by Directors

Amendments and Approval of Previous Minutes (May 2019)

There are no amendments to previous minutes

Motion Moved to accept minutes by Diane Anderson

Second by Mike MacEarchern, carried

Treasurer Report

Financial Statements were presented

Moved to accept by Diane Anderson

Second by Mike MacEarchern, carried

General Manager Report

MEMBERS & DOWNTOWN HAPPENINGS

- Cool Moose – new owner/operator Christine from Circle Theatre
- Shawarma place Eden Grill open for business, very busy, lots of good reviews
- Booster Juice opening mid-June
- St Louis Bar and Grill working on interior
- Gillies Scottish Pub working on interior all permits received
- Ardene moved locations to old location for Marks
- Robert from Peake BBQ opening restaurant on Paris St.

BLADE SIGNS – Ready to go for print just waiting on DISCUSSION WITH TOWN STAFF REGARDING BY LAW AND CHARGES etc. \$170 per sign install would like to get one permit for a period every 3 – 6 months as addition.

Events:

Feedback is varied from increased sales, similar sales but increased traffic to some saying there was no difference in their store traffic.

Elevation for BBQ and Blues, encourage stores to promote on their social media, add a couple more busker style musicians downtown. Encourage stores to put out sandwich boards with in store events.

Adding bus route from Briar hill / treetops through North subdivisions to market.

Heritage Street Signs – QUOTES & DISCUSSION WITH TOWN STAFF

- Spoke to Darcy regarding this. He said he believes this is in the plan for signage but not budgeted.
- Heritage Signs – Kameron said there is a master plan for signs (2011) and that all new signage has to be passed through Council.
- Currently while I am waiting on the Engineering Department to let us know officially and to send in writing,
- Meanwhile, I am working on getting quotes for such signage from: Alliston Signs, Artisan Streetscapes and Cardwell Signs

Electronic Sign Location – DISCUSSION WITH TOWN STAFF

- Discussion with Khurram the GM at town and By Law to adjust bylaw if possible. (two weeks ago)
- Have discussed with Planning Bruce Hoppe to see if his department can provide us with a couple of suitable spots for downtown Electronic sign. This item on agenda to discuss with Town staff.

MEETING DATE SET FOR JUNE 17TH With By Law/ Town GM & Ec Dev / and other Town Staff; ABIA to discuss changes to by law especially for signage, including Electronic Sign and Blade Signs. Also to have better communication and understanding to express to our downtown business members.

Council Report

Michael Beattie discussed the Town parking study.

Reported regarding Town Economic Marketing Strategy and suggested it was well done and will let Ec Development expand on this.

Economic Development Report

- Mayors small business breakfast next Wed June 12th
- CIP – Applications came in: 1. Sandra, Gillies Pub 2. Noble insurance/Sutton Realty
Town to review CIP project, RFP process is done and consultant being hired. ABIA chair shared that the Town Staff could make use of the representatives that are local and can offer their experience and knowledge. Mike Jerry requested a seat at the table with regards to covering our downtown. Darcy to share meeting dates with ABIA.
- Wayfinding signage – RFQ closed – company to install signs for town. Town's main focus is on parking signs 10 signs together (4 Alliston, 2 Tottenham, 2 Beeton, 1 Directional signage to Alliston, 1 in Tottenham)
- Community signage – Using Tottenham signs is the example. Darcy will reach out to BTBIA and get information on where they obtained their signs and any specs. Gateway Municipal signage is not to be used for business promotion.

- The town has put on a cap on the billboard signage.
- Accessibility push for businesses. Temporary ramps program – Darcy will send the information. ABIA will put in newsletters to all membership.
- Darcy distributed the Marketing Communication Strategy – and shared an overview
 - Focus is push people to use the website and find information easily
 - Message focus business expansion and community living
 - Tie to manufacturing industry and top 10 in Canada to live, and work.
 - Tourism attraction with focus on day trippers and visitors staying with relatives.
 - The Rurban Brand for Alliston will be highlighted
 - How will the support existing business - Focus on programs and services and communication of these programs to local business. GM Spurr asked how we can advertise our events within Town site. Contact Tatjana Milne and Darcy regarding any advertising for Downtown events, etc.

PILLARS

Communication – Mike Jerry shared that he is still having trouble with the downtown WIFI – GM Spurr said she has been in contact with supplier and all seems in place and working. She will arrange a meeting with Chair Jerry and Adrian downtown to ensure all is working. GM Spurr has also arranged for supplier to come in to review heat maps.

Beautification – Flowers are out downtown and are looking good. This year the town is using self-watering planters– GM Spurr sent a thank you to Parks Department for this.

Marketing – Gel coming mid -June to take photos for our Welcome Downtown Magazine to be distributed to new home owners in New Tecumseth. GM Spurr to arrange a meeting with GEL to discuss content and images.

New Business

- **Provincial Bypass (Industrial Parkway).**
Discussion regarding Hwy 89 that runs through our downtown. GM Spurr has spoken to Town Staff regarding additional signage and it was noted that this is Provincial signage. Chair Jerry questioned how we can make Industrial Pkwy continue as Hwy 89 and an official bypass to allow the downtown to utilize the core for patios etc.
Director MacEarhern mentioned that Part of Industrial is Hwy 10 and belongs to Simcoe County.
- **Stat Holidays (Easter Sunday and Good Friday)** – In a meeting the Town staff had called and GM Spurr attended on behalf of the ABIA, the Town requested opinion of local business organizations regarding the Allowance of local business to open on these stat holidays at their option. It was discussed and suggested that this is necessary to allow our local business a competitive edge with those surrounding towns who already do this. A motion by Director Mike MacEarhern to allow stores to open Good Friday and Easter was made, second by Director Anderson; carried. GM Spurr to contact town staff to advise of our position.

- **Fireworks / Farmer Wagon Road Side Selling – Permits required?** Town to compare similar towns, and their bylaws regarding this. Darcy to reach out to his colleagues in neighbouring towns and discuss business licensing for all pop up shops/ etc. ABIA Member, David Grossi suggested Darcy contact and look into Vaughan program.

ABIA Member David Grossi asked if there is a need for easements for the infrastructure changes – Mike Jerry asked to add to meeting of June 17th, how are the properties serviced and by who. Send meeting invitation to all board members for June 17th 11 am. At ABIA office.

Meeting adjourned 8:58 am