



Alliston BIA Board of Directors Meeting JULY

Thursday July 6, 2017

Alliston BIA Office

Chair: Mike Jerry

Minutes

Attendance: ABIA Chair Mike Jerry, Vice Chair Sherry Ward, Director Heidi MacKenzie, Director Julia Stubbs, Director Ryan Fox, Councillor Michael Beattie, General Manager Linda Spurr, Office Administrator Norma Freitag

Invited Guest: Town Mayor Rick Milne, Acting CAO Blaine Parkin

Regrets: Secretary Treasure Ro Davoodian (proxy Director Vice Chair Sherry Ward), Director Lachlin McGurk (proxy Director Julia Strubbs), Director Colleen Brinston, ABIA / Town Liaisons Deputy Mayor Jamie Smith,

Welcome

Chair Mike Jerry welcomed our invited guest for attending today's meeting and invited them to attend all future board meetings. A thank you as well, to our Board Members that were available to attend today's meeting.

Amendments and Approval of Agenda

No additions or changes to agenda.

Motion to approve the Agenda: Director Heidi MacKenzie:, Second: Director Ryan Fox, Carried.

Declaration of Pecuniary Interest

None noted

Amendments and Approval of Previous Minutes June 2017

No additions or changes to the minutes

Motion to approve the June 2017 Minutes, Vice Chair Sherry Ward, Second: Director Heidi MacKenzie, Carried.

ABIA Good News shared by Directors

General Manager Linda Spurr noted 3 new businesses that opened in our catchment area; Jamaican Restaurant, The UPS Store, and Wildernis (Clothing Store).

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Councillor Michael Beattie mentioned that this year's Food Truck Rally was a great success given the inclement weather. He suggested that the event should be brought up to Victoria Street for better exposure instead of the current location in the parking area of Mill Street. His suggestion will be under review by the Board Members for next year's event.

Chair Jerry shared with all attended that a letter was received from the Town Council appointing Ryan Fox of The Printing House, and Colleen Brinston of The Dance Workshop, as official Directors on our ABIA Board. Congratulations to them both!

Director MacKenzie of Papermoon was commissioned to map a picture to commemorate Canada's 150th Birthday to be sent to our Prime Minister Justin Trudeau by the purchaser.

Vice Chair Ward shared the good news that on Canada Day, while some stores in our catchment area were closed for the holiday, her store thrived and was a very happy to see the increase flow of traffic within her store. It was a very successful day!

Treasurer Report

Current invoices were presented. Motion to pay current invoices Councillor Michael Beattie, Second: Vice Chair Sherry Ward; Carried.

Profit and Loss Statement was presented to board members. No issues noted with the statement. Motion to approve P & L statement, Councillor Michael Beattie, Second: Director Heidi MacKenzie; Carried

General Manager Report

GM Spurr shared that she is continuing visits with members within our catchment area (approx. 4 to 8 each week) to discuss the following:

- Member participation in events
- CIP grants and Contacts at Town Of NewTecumseth
- ABIA Initiatives and how we can help
- Sponsorship of events

Continuing on with her report she shared the following:

Currently New Openings and discussions:

- Soft Opening of Walmyr's Jamaican restaurant. Had lunch with Chair Jerry and Vice-Chair Ward.
- UPS Store visit to discuss our initiatives, how we can help, Potato Fest
- Wildernis Store – clothing Retail twice not open.

- Halibut fish and chips in old Pizza Hut – new drywall but no action. She spoke to dentist beside to ask if they heard anything but they say no one has been in the building. She will look into further.
- Also she is waiting to hear back from Chamber and Crazy Pants regarding signage for building.

Administrative

1. ABIA Member List / Website Listings – updates
2. Policies & Procedures for Events & Volunteer handbook – update
3. 3 month performance review of Office Administration and addition of duties and goals.

Current Outstanding Initiatives

- Banting Memorial High School video presentation. Working with students' as they produce a video project on how the students are affected as stakeholders.
- Set up meeting with School Trustees to show video and make presentation.
- West End Poles – re-installation now in progress. Soil Study contract signed and sent. Our goal is to have poles reinstalled and banner up by August / September. Letters to Town Staff and Council – wrap up and ensuring our requests are answered.

Councillor Report

Mayor Rick Milne brought forth application forms that are to be available to anyone who has been impacted by the recent flood damages. The main purpose of the application is to collect data on the number of properties that have been affected, and bring forth this information on a Provincial level in order for the Provincial Government to help in subsidising cost for these damages.

Mayor Milne continued his report by briefly thanking the ABIA for the invitation to be at today's meeting. The main purpose of his attendance as well as Acting CAO Blaine Parkin, is to partner together with the ABIA for the better of the Town of New Tecumseth.

Acting CAO Blaine Parkin addressed The Beer Store is finally getting looked after. The grass has been cut and the property has been cleaned up. Unfortunately this is a privately owned property and there are certain by-laws and processes that need to be followed by the owner and Town Members before The Town can intervene and take charge.

Councillor Michael Beattie reported to the Board that the Rotary Pool is finally opened despite a few hick-ups. He continued to mention that a well-deserved \$80,000 was granted to Henley Park for major improvements to this area.

Councillor Michael Beattie addressed his growing concern to the change of the Ward Boundaries. He is opposed to this change and will continue to do so. There was a public meeting held with approximately 21 people in attendance.

AMO Conference will be held in Ottawa this coming August. If there is anything that the ABIA would like Councillor Michael Beattie to address, please let him know. This is when Chair Jerry directed GM Spurr to forward to Councillor Michael Beattie, a letter that was sent to Jim Wilson and the OBIAA regarding Tax Rebates.

The Amo conference information is in regards to the ABIA being the primary proponent of changes to the Municipal Act, providing a change to allow the municipality to stop the practice of providing tax relief to vacant commercial properties. The intent is the financial impetus to have 'vacant landlords' invest in their properties to encourage commerce. The 'found' monies would be as an attraction rebate to encourage new retail business to locate to Alliston/New Tecumseth.

Pillar:

Events Pillar:

Farmers Market

- addition of entertainment for most Saturdays

Food Truck Rally

The Food Truck Rally was a great success. We had approximately 3000 visitors even with the threat of severe rain. GM Spurr shared that we elevated the event this year in several ways:

- Elevated event this year adding second headliner band
 - Adding professional stage
 - Adding New vendors for variety
 - Adding measurables to get more accurate count of visitors wristbands and counters
 - Re-Usable Signage
 - Adding Emergency Services and Security
 - Adding more washroom and wash stations
- We are over budget of approximately \$3000 - due to not receiving Grant for 2000. We had to pay Town 800. For garbage cans & picnic tables And Two trucks did not show up.

Potato Festival - Rurban Street Festival – entertainment booked, and we are getting set up to send out sponsorship packages.

Battle of The Brushes – SS Art Council cancelled the event that was to take place on Canada Day. They are thinking of rescheduling during Potato Festival. GM Spurr and Vice Chair Ward are to meet with them to discuss a better option.

Communications Pillar:

Chair Jerry and GM Spurr had a meeting with Mayor Mike Milne to discuss the Town's strategic directions. Alliston BIA is the 2nd largest tax base and 2nd largest employer in the Town of New Tecumseth. A collaborative plan between the ABIA and the Town needs to take place focusing on

strengthening our local development. Acting CAO Blaine Parkin, plans to tighten policies and procedures, elevating communication between Town departments, Council and local organizations who play an important role in assisting the Town of New Tecumseth with projects, local events, beautification as well as economic development.

A further discussion of the calculation of the Town's growth was also addressed. According to the Town, there is an estimated 80 people per hectare. Chair Jerry opposed this calculation stating the figure is more realistically 45 people per hectare as he referenced the Tree Top Community as an example. Acting CAO Blaine Parkin said he would look into it.

WiFi Project:

The project is underway. Everything should be in place and up and running for this coming Fall.

Marketing:

GM Spurr shared the marketing plan for the 3rd quarter events and initiatives ...

- Tourism – Fold out Map of downtown Retail and Restaurants currently working on to be produced by August 12th.
- Television Commercial – Great Places to See CTV
 - Event Videos Food Truck Rally, Rurban Street Fest, Monster Mash, Rurban Christmas
- Radio – Event promotion for Food Truck Rally, Rurban Street Fest Aug 12th, Monster Mash & Christmas.
- Print advertising –
 - Event promotion Alliston Herald Potato Fest Fold out (list of activities in RurbanFest
 - ½ page hand out flyer with list of activities Saturday August 12th.

Collaborating with other groups - SS Arts, Banting, Mathews House, CIBC Run cure, My Sisters Place, Habitat Humanity, Lions Club, Rotary Club etc... All community groups to put on their web sites
Sponsorship: Media and Community group sponsors.

Beautification:

Boyne River Clean-up

- Chair Jerry stated that the Town should own this. There needs to be more efforts on the Town's part to address the clean-up of the Boyne River as the property is predominately owned by the Town.

Councillor Michael Beattie suggested certain companies "Adopt" certain sections of the river in order to help aid with the funding of the clean-up. Another suggestion made by Councillor Beattie was that instead of using Town staff, ask a local landscaping company to quote the on the clean-up and maintenance of the Boyne River.

Director Heidi MacKenzie is looking into grants that might be available.

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Downtown Flowers

- Chair Jerry shared with the Board that a letter has been sent to Patrick D'Almada of Parks and Recreation with copies to Mayor Rick Milne and Acting CAO Blaine Parkin, stating that the planters were not what the ABIA requested, and therefore the ABIA is not paying for it.
- Acting CAO Blaine Parkin reassured our members that action is taking place to ensure that the flowers will be improved next year. He indicated that the ABIA will be included in the process and Chair Jerry stated that the Board would like to be actively involved.

New Business:

BBQ rescheduled for Tuesday August 29th with a rain date for Thursday August 31. An email will be sent out by Office Administrator Norma Freitag to remind Board Members of the upcoming event.

Motion to Adjourn: Vice Chair Sherry Ward

Adjournment: 9:20 am