

**Alliston BIA Board of Directors Meeting**  
**July 10, 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; Treasurer Julia Stubbs; Director Mike MacEachern; Director Colleen Ross; Councillor Michael Beattie; ABIA General Manager Linda Spurr; Marketing and Communications Coordinator Kelsie Ludlow; Marketing and Events Summer Student Jackson Wells

**Regrets:** Secretary/Treasurer Ro Davoodian; Director David Grossi

**Welcome**

**ABIA Good News**

Director Mike MacEachern is happy to see more businesses opening up and has seen most people taking safety precautions and respecting each other. Government programs to help businesses take a pledge and put up signage in stores.

Chair Mike Jerry shared that he's looking forward to devoting more time to ABIA initiatives now that pandemic issues are lightening up.

General Manager Linda Spurr shared that masks will be mandatory indoors beginning Monday, July 13<sup>th</sup>. She shared that BIA staff has been contacting members to see what their safety precautions are and those will be highlighted in upcoming "stay local, stay safe" campaigns.

Councillor Michael Beattie also shared news of a special council meeting and the motion on the bylaw for mandatory face masks being passed.

Director Colleen Ross shared that The Dance Workshop's fundraiser for Stevenson Memorial Hospital was successful. \$771 was raised and interest was generated in the dance studio.

Marketing and Communications Coordinator Kelsie shared that in the last year our Instagram has grown from 120 followers to now over 1600.

**Amendments and Approval of Agenda**

Request to add safe business pledge under marketing pillar.

Request to add zoom calls for future teleconference under communications pillar.

Request to add CIP application under beautification pillar.

Motion to approve above requests: Director Mike MacEachern; Second; Director Colleen Ross, approved.

**Declaration of Pecuniary Interest**

None noted.

## **Amendments and Approval of Previous Minutes (June 2020)**

None noted.

Motion to approve: Treasurer Julia Stubbs; Second Director Colleen Ross, approved.

## **Treasurer Report**

- Invoices are presented for Board approval, unless they are standard.
- Profit and loss sent prior to meeting.
- No new invoices to present.
- GIC is in the bank and will be done by the end of September.
- Primary account currently has \$59,756.

## **General Manager Report**

### Pop Up Patios

- All 5 applications have been sent to Darcy – waiting on confirmation of approval this week.
- Williams has declined participation in the project because of additional insurance fee.
- Waiting for confirmation from installer as to timeframe for installation.
- Councillor Beattie to look into who sets the 5-million-dollar insurance limit.

### Blade Signs

- Waiting on a few more approvals from building owners.
- Looking for estimated completion before end of July.

### Electronic Sign

- Indicated that Skyline Properties is interested in going ahead.
- More details on what information is needed – will have a project review available for the next meeting.
- Noted that Chair Mike Jerry noticed a great example of a sign in Grand Valley (in residential area).

### Digital Main Street

- In-person workshops were moved to webinars and the first one was hosted on July 7<sup>th</sup>
- Next webinar is Tuesday, July 14<sup>th</sup> – notices have been sent out with reminder to specify your BIA in registration process.
- Confirmed interest in in-person workshops for November/February depending upon how the pandemic progresses.
- Digital Main Street grants have opened up for application – including businesses and BIAs who have already received funding.
- Marketing and DSS to launch by September and carry into 2021 → gives us an opportunity to reach more people.

### Website quotes:

- Proposals with quotes have been sent to Board prior to the meeting to ensure time to review.

- Recommendation is that we work with Gel within our current contract to change the WordPress theme and make minor changes to freshen up the website and make easier to navigate.
- In the fall look into forming a committee to look into a new contract with Gel or options for a new marketing partner for 2021.
- Linda to look into additional costs associated with website refresh.
- Motion to approve working with Gel for a website refresh, up to an additional cost of \$500: Director Colleen Ross; Second Vice-Chair Sherry Ward.

### **Council Report**

- Council meeting on Monday prior to the mandatory face mask meeting.
  - ➔ Agenda relatively lighter compared to recent meetings.
- Included in agenda: site plan application for a 5 story, 60 units of new housing in Kingsmere complex to begin spring 2021.
- Received deputation from a representative of County of Simcoe LINX Transit System.
  - ➔ Two new routes being launched (5 and 6) that include Alliston (soft launch planned for beginning of August)
- Route system to go to NTRC, Beeton, Bradford Go and back.
  - ➔ Stops have been proposed for the west-end and downtown Alliston and will run 7 a.m. – 5 p.m.
- This offers a significant marketing opportunity for business membership.
- Director Mike MacEachern noted that ABIA should develop a way to showcase what's offered in Alliston for transit riders.

### **PILLARS**

#### **Beautification**

#### **Events**

- OBIAA conference for 2020 has been cancelled and will be rescheduled for 2021.
  - ➔ Our registration cheque for \$2213.67 has not been cashed – OBIAA has asked if we want to put towards 2021 registration or have it returned.
- Board agrees to request cheque back.

#### **RURBAN events:**

- ➔ Farmers' Market recap:
  - Traffic since opening weekend has been as follows: 487, 494, 510, 471, 562.
  - Working on adding more farmer vendors but cannot currently add artisan vendors.
- **RURBAN Sights and Sounds:** Board suggests hosting a smaller, local focused initiative to support our retail businesses and restaurants.
  - ➔ Victoria Street closure will allow us to spread farmers' market out, encourage members to have sidewalk sales and extend patios.
- Director Colleen Ross supports the idea and notes that the cancellation of Potato Festival results in a big loss of advertising opportunity – thinks that a smaller scale initiative will be helpful for local businesses.
- Chair Mike Jerry notes that Barb's Clothes Closet has plans in the works individually for Potato Festival weekend.

- Councillor Michael Beattie suggests that piggy backing off Rurban Sights and Sounds with a rework in the plan will make approvals easier because the road closure had already been approved (note that Monday, July 20<sup>th</sup> is last Council meeting until late August).

Board agrees that focusing on a one-day, smaller event will be best. Saturday, August 8<sup>th</sup> will be the open-air market date.

Treasurer Julia Stubbs suggests that it would be very difficult logistically to have west-end restaurants set up on Victoria but that being included in promotions for the entire weekend would be helpful.

Board agrees by consensus that ABIA will pay for entertainment in the west-end for patios (distanced).

Councillor Michael Beattie to pass along this information to CAO Blaine and Economic Development Officer Darcy today.

### **Marketing/Communications:**

- Director Michael MacEachern suggests that the ABIA look into the POST Promise and signage for ABIA members to enhance our safe shopping initiatives.
- This will tie in with the national safe shopping campaign that is being promoted.

Socials:

- ABIA Facebook and Instagram pages have been getting great engagement in the last month.  
➔ Post reach is up 103%, engagement is up 121% and new page likes are up 127%.
- Farmers' Market page has been elevated since Jackson has been brought on.
- Upcoming campaigns will focus on retail spotlights and safe shopping in downtown Alliston.

### **Beautification**

- Directors have looked into CIP and see no issues – happy to support.

### **Communication**

- GM Linda and Marketing/Comms Coordinator Kelsie to look into setting up a Zoom call for August meeting.

### **New Business**

- Note: board members to identify ahead of time if they need to leave meeting early.

**Motion to adjourn:** Director Mike MacEachern, Second; Councillor Michael Beattie, carried.

**Meeting Adjourned: 10:00 a.m.**