

Alliston BIA Board of Directors Meeting AUGUST  
Thursday August 1, 2019  
Alliston BIA Office  
Chair Mike Jerry

**Attendance:** Chair Mike Jerry; Vice-Chair Sherry Ward; Director Mike MacEachern; Director Colleen Ross; General Manager Linda Spurr; ABIA Member/Building Owner David Grossi; Marketing and Communications Coordinator Kelsie Ludlow

**Regrets:** Secretary/Treasurer Ro Davoodian (proxy Sherry Ward); Director Carleigh Wilson (proxy Colleen Ross); Director Ryan Fox (notice given)

**Welcome**

**Amendments and Approval of Agenda**

No changes to the agenda noted.

Motion to approve the agenda: Mike Jerry, Second: Colleen Ross, carried.

**Declaration of Pecuniary Interest**

None noted.

**Amendments and Approval to Previous Minutes June 2019**

Make edits to spelling errors.

Motion to approve by Mike Jerry

Second by Colleen Ross, carried.

**ABIA Good News**

GM Linda Spurr shared that Kelsie Ludlow has been hired as the Marketing and Communications Coordinator.

TD Canada Trust has donated a \$1000 sponsorship for the Family Fun Zone during the RURBAN Sights and Sounds event.

Vice-Chair Sherry Ward shared the launch of the new Details skin line was successful.

Chair Mike Jerry shared that he has had a meeting with the solar Wi-Fi provider, took a street walk to look at the Wi-Fi signal receptor.

Looked into the Wi-Fi reports.

Director Mike MacEachern shared that Focus had a successful pre-apprenticeship program.

Going to look into getting a report with labour market information, who's hiring, hours, payment information so that members will be informed of numbers.

Director Colleen Ross shared that registration for returning families has been selling out, looking into expanding programs.

**Treasurer Report**

Profit and loss statements received.

Nothing out of the ordinary for invoices – no other outstanding issues presented.

**GM Report**

**New Members**

- Booster Juice successful grand opening → owned by local residents
- St. Louis opening soon
- Taqueria El Norte opening August 7<sup>th</sup> → have been pleased with the BIA's help with transition

Peake Barbecue extending a patio during Potato Festival on their license – approvals finalized.

Mapping Potato Festival this weekend – extra space being left for security.

Town accounting department requesting we have a draft budget in by September 26.

- Have requests for 2020 in by August 15<sup>th</sup>.

### **Blade Signs**

In the process of filing applications and negotiating fees.

Question raised about the cost to put up the signs.

- Note that Board of Directors have given GM Spurr permission to arrange for signs to be put up and deal with Town installation costs after.

### **Heritage Signs**

Looking into narrowing down top three options, getting a definite number for cost and when they can be completed.

Next steps: need to get the Town to move forward (may have to go through council)

### **Electronic Signs**

No movement yet with this.

### **Marketing magazine**

Met with GEL to discuss moving forward with a “welcome” marketing magazine to be distributed through realtors for new homeowners.

Questions raised about size of magazine, selling advertising, cost and content.

Content will focus on restaurants, shopping guide, historical businesses, services and will have an online component.

### **Digital Main Street Grant**

Have completed and submitted application for the \$10,000 grant.

### **CIP program**

No need to hire a consultant to go over current CIP and make recommendations.

All points from GM Linda Spurr’s response approved.

- No need for a consultant
- BIA is happy to be part of a committee formed by the Town
- Marketing of CIP elevated so BIA members are aware of the process
- Focus on current downtown areas prior to discussing expansion

Get on the docket for Committee of the Whole meeting.

### **Rock n Garden Depot**

- Possibility of having a cabana with advertisement on Mill St. to use for event entertainment

- Questions raised about other location options, issues at nighttime and Town surveillance cameras
- Next steps: mock up

## **Council Report**

### **Transportation Master Plan**

- Presented to council, community feedback and survey available to send out to board and include in next
- Timeline for Wayfinding Signage (install early August)

### **Pillars**

#### **Events**

- Farmers Market doing well, just under 100 people an hour
- Marketing Potato Festival within next week

#### **Marketing**

- Idea presented by Colleen to take videos for commercials and put into an ad to play at theatres in town
- Look into marketing budget to see if this fits

#### **Infrastructure behind buildings**

- Timeline
- David Grossi to send emails, cc BIA for next steps

**Motion to adjourn** by Chair Mike Jerry, second by Director Mike MacEachern, carried.

**Meeting adjourned at 8:42 a.m.**