

**Alliston BIA Board of Directors Meeting**  
**August 6, 2020**  
**Teleconference**  
**Conference Phone Number: 1-647-478-7145**  
**Conference ID: 133925**  
**Chair Mike Jerry**

**Meeting begins: 8:30 a.m.**

**Attendance:** Chair Mike Jerry; Treasurer Julia Stubbs; 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:** Vice-Chair Sherry Ward; Secretary/Treasurer Ro Davoodian; Director David Grossi; Director Mike MacEachern

**Welcome**

**ABIA Good News**

Councillor Michael Beattie shared that the County of Simcoe has launched the LINX transit route 5 and is interested to see what the ridership numbers are.

Director Colleen Ross shared that The Dance Workshop is looking forward to hopefully generating business on Saturday. They will be offering tours with a look at the safety plan. She is excited to have kids back in the studio starting Tuesday after the five-month closure.

Summer student Jackson Wells and Marketing Communications Coordinator Kelsie both shared that the farmers' market numbers have been increasing steadily, with 578 attending last weekend.

General Manager Linda Spurr shared that the ABIA's Digital Main Street grant application was approved for 2020 and that we are looking forward to having the program in the community again.

Chair Mike Jerry shared thanks for everyone who has been putting together the initiative for Saturday, August 8<sup>th</sup> to help out the local businesses.

**Amendments and Approval of Agenda**

None noted.

Motion to approve: Director Colleen Ross; Second Councillor Michael Beattie, carried.

**Declaration of Pecuniary Interest**

None noted.

**Amendments and Approval of Previous Minutes (July 2020)**

None noted.

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

## **Treasurer Report**

- Invoices are presented for Board approval, unless they are standard.
- Profit and loss sent prior to meeting.
- No new invoices to present.

## 2021 Budget:

- Budget submissions for 2021 are due September 30<sup>th</sup>.
- Councillor Michael Beattie suggests a Zoom meeting for budget discussions.
- Next steps: set up meeting for the week of August 25<sup>th</sup> for Directors – morning preferred.

## **General Manager Report**

### Pop-Up Patios

- As a pilot project, the ABIA has agreed to fund the installation of boardwalk sidewalk bump outs for restaurants to build outdoor patios on Victoria Street.
  - ➔ The project started with 5 participants and we are now down to 3 (Peake Barbecue, Kelly's Bistro and daGrazia Ristorante).
- Board agrees by consensus for project to proceed with remaining three participants (at an estimated cost of \$9000 to the ABIA).

### Blade Signs

- Project is continuing with the installation of more blade signs.
- Waiting on two more building owner approvals, then installation can begin the week of August 17<sup>th</sup> (weather dependant).

### Electronic Sign

- Have been in discussions with Skyline Property Management who agreed they would be interested in participating.
  - ➔ We don't yet know the limitations on advertising.
- Have also reached out to Chris Glanville and he is looking into bylaw exceptions to see if we can have the sign put up in the desired location (west-end, south side where current community sign is located).
- Reached out to Angus and Grand Valley about their electronic sign.
- Chair Mike Jerry recommends a meeting be set up including Councillor Michael Beattie and CAO Blaine Parkin to resolve the issues that need to be resolved for this project to move forward.
- General Manager Linda Spurr will keep Board updated on progress.

### August 8<sup>th</sup> Road Closure

- Road occupancy permit has been approved from 7 a.m. – 7 p.m. from west of Centre Street to east of Church, to the lights at Paris St.
- Farmers' Market will run in the same location (Centre and Victoria) – all required safety precautions will continue to be in place at the farmers' market.
- Road closure is to allow members to come out and display products outside.
- Councillor Michael Beattie has no concerns – thinks that it will be a great opportunity for businesses and to set an example for other communities.

- As per the Simcoe Muskoka District Health Unit, the ABIA is unable to promote the road closure as any type of event (otherwise attendance is limited to 100 people in the downtown core).
- Promotions will include safe shopping, taking a lead in Simcoe County to elevate the image of Alliston as a great place to do business.

#### Digital Main Street Grant

- The ABIA has been awarded the \$10,000 Digital Service Squad grant to continue the project in 2020 and into 2021.
- The project will begin in September and continue through the end of 2020 with Digital Service Squad visits into early 2021.

#### **Council Report**

- Next Council meeting will take place at the end of August.
- Last meeting addressed the opening of the facilities buildings.
- Administration Centre will open at the beginning of next week – by appointment only to start.
- Noted that the pandemic has been managed very well financially overall.

#### **PILLARS**

##### **Beautification**

- Sommerville Nursery has asked if we are interested in having trees donated again this year.
- Last year we purchased bundles of wreaths and GM Linda Spurr has asked if we are interested in doing the same this year (bundles of 6 for \$95).
- Board agrees by consensus to purchase wreaths and will reach out to all members to see who is interested in a wreath for exterior door of building.

##### **Marketing/Communications:**

- Have been continuing with our shop safe, support local in downtown Alliston campaigns.
  - ➔ Highlighting what members are doing for safety measures (hand sanitizer, mandatory masks, etc. to increase the comfort level of those shopping).
- Town of New Tecumseth Economic Development Officer Darcy Brooke-Bisschop says that Town is working on developing a marketing plan – GM Spurr has reached out and offered the BIA's assistance to ensure consistent messaging.
- Overall, have been receiving positive feedback from both members and residents about the marketing content from the BIA.
- Upcoming social campaigns will focus on a "day-trip" – featuring local shopping, dining and attractions.
- ABIA website updated homepage has launched (was completed within GEL's current contract).
  - ➔ In September we will form a committee to create a list of wants/needs for future website updating and marketing partners.
  - ➔ Chair Mike Jerry suggests we have more merchant photos added to the homepage.

##### **New Business**

- ABIA will develop marketing ideas to make use of the LINX transit stops to promote our business members.

**Motion to adjourn:** Director Colleen Ross; Second Treasurer Julia Stubbs, carried.

**Meeting Adjourned: 9:09 a.m.**