

Alliston BIA Board of Directors Meeting
September 3, 2020
Teleconference
Conference Phone Number: 1-647-478-7145
Conference ID: 501677
Chair Mike Jerry

Meeting begins: 8:30 a.m.

Attendance: Chair Mike Jerry; Treasurer Julia Stubbs; Director David Grossi; Councillor Michael Beattie; ABIA General Manager Linda Spurr; Marketing and Communications Coordinator Kelsie Ludlow; ABIA Member Stefan Markus (TD Canada Trust)

Regrets: Vice-Chair Sherry; Secretary/Treasurer Ro Davoodian; Director Colleen Ross; Director Mike MacEachern

Welcome

ABIA Good News

Marketing and Communications Coordinator Kelsie Ludlow shared that our Facebook post engagements for the month are up by over 300% to 6526.

General Manager Linda Spurr shared the August 8th road closure was successful. The majority of feedback from businesses was that they did very well for sales throughout the day. We saw 1412 people come through the farmers' market which is over a 50% increase from a typical weekend.

Councillor Michael Beattie shared that infrastructure and parks and recreation projects are being resumed throughout the town and he's looking forward to seeing the improvements.

Treasurer Julia Stubbs and Director David Grossi shared that they're glad to see businesses are doing well since reopening.

Chair Mike Jerry shared that on the weekly calls with government, BIA and Chamber representatives he has been championing that the New Tecumseth Economic Development department launch a marketing campaign to support shopping and dining safely in New Tecumseth. He's happy to see that this week the first release went well and that the ABIA will continue to support these initiatives on all media platforms.

Amendments and Approval of Agenda

None noted.

Motion to approve: Treasurer Julia Stubbs; Second Director David Grossi; carried.

Declaration of Pecuniary Interest

None noted.

Amendments and Approval of Previous Minutes (August 2020)

None noted.

Motion to approve: Councillor Michael Beattie, Second Director David Grossi, carried.

Treasurer Report

- Invoices are presented for Board approval, unless they are standard.
- Profit and loss sent prior to meeting for review – any questions can be directed to GM Spurr.
- No new invoices to present.

Took remaining funds and put them into a GIC account for 90 days to obtain a higher interest rate return.

➔ This GIC comes due on September 16th and funds will be returned to account for future use.

Chair Mike Jerry thanks Board for a terrific budget meeting on August 27th, everyone was well prepared and came with good ideas.

To confirm, the focus for the rest of 2020 and 2021 will be:

- Electronic sign
- Downtown washroom facility
- Developing initiatives that benefit the west-end businesses
- Developing a constant attraction to draw tourism

General Manager Report

Budget Submission

- Board agrees by consensus on all that was presented and decided, a formal vote will be done electronically.
➔ Budget documents will be sent to Board Executives for review.

Blade Signs

- Waiting on approval from Town for remaining signage ➔ should have by next week.
- Payments will be submitted for the permits and installation is estimated for the week of September 16th.
- Another lot of 15 signs will be ordered once confirmation has been received.

Bus Stop Signs

- GEL has developed a creative for a dining and shopping directory map to be put up on bus stop signs.
➔ Working on getting quotes from local printers (specific material is needed to ensure minimal damage/wear and tear).
➔ The Printing House carries the necessary material.
- GM Spurr has reached out to Chris Glanville for information on how signs can be installed at the stops.

Chair Mike Jerry asks Councillor Beattie about ridership.

→ Councillor Beattie confirms that we will know more come mid-October once people are back to school and work commutes.

Simcoe County Council has received a motion to send the transit plan back to the drawing board to include Tottenham.

→ Board agrees by consensus to move forward with putting up signage.

In 2021 the Town will look into purchasing smaller buses to enhance local transit, on top of the County program.

Next step: GM Spurr will send printing quotes to Board.

Electronic Sign

- Speaking to Chris Glanville – sent email with regards to the location (very west end where current community sign is).
- Reached out to Essa Mayor and got contact information for who to speak to at CurbEx.
- Spoke to electrician that set up the Angus sign and will have more information on that shortly.
→ GM Spurr will pass along quote information to have installation completed end of October/early November.

Marketing meeting

- Would like to set up a marketing meeting to discuss wants for future marketing partners, website updates, ideas for campaigns.
- Date options are September 16/17 or 23/24.
- Board agrees by consensus to set meeting date for September 24th at 7:30 a.m.
- Chair Mike Jerry suggests in-person meeting, social distancing measures being followed.
- Treasurer Julia Stubbs offers the Boston Pizza Alliston location.

Council Report

- Council meeting was last Monday night.
→ Agenda is typically lighter in August – municipalities conference is held around the same time.
- Received an update from CAO with regards to COVID-19.
→ Rec centres are slowly beginning to reopen for bookings, classes, etc.
→ Administrative Centre is open by appointment only.
- Infrastructure and parks and recreation projects have resumed.
- Councillor Michael says that the Town would consider similar financial programs as those offered in the spring if second wave of pandemic is to hit in the fall.

PILLARS

Beautification

- Hanging baskets are scheduled to come down in early October.
→ Are we interested in having the same look and colour scheme for the 2021 baskets?
- Agreed that colour scheme this year is vibrant and stands out.
- Request more planters in 2021, especially for the west-end.

- Councillor Beattie suggests that for 2021 we look into the cost of purchasing planters for outside businesses as a “thank you” initiative.
- Fall décor
 - Estimated cost is \$3700 based on last year’s displays (straw bale, corn stalks, mums)
 - Displays will continue into the west-end (25 displays – along the road might will work better than against buildings).

Events

- August 8th road closure was a success – 1412 people came through the farmers’ market.
- Received positive feedback from community and businesses.
 - Any negative feedback focused on the initiative not being advertised – has been explained that advertising of an event was not permitted due to COVID guidelines.
- Would there be interest in a road closure in September for the end of summer/beginning of fall and/or for Monster Mash on October 31st?
- Board agrees by consensus to move forward with a road closure for October 31st.
 - Will give businesses another opportunity for increased sales, as well as families to get out and come downtown.

Marketing/Communications

- Upcoming social media content will focus on:
 - end of summer day trips
 - making the most of patio season weather
 - fall fashions and home décor leading up to thanksgiving
- Holiday shopping campaigns will start early

New Business

- Councillor Beattie received a call from an ABIA member who expressed displeasure with August 8th road closure areas and noted that the closure starting at Centre negatively impacts businesses on the east side of Centre.
- GM Spurr has spoken to the ABIA member with regards to this issue.
 - ➔ Road closures start from Centre Street in order to allow room for emergency vehicles to pass on Centre Street N and S.
- Members east of Centre are notified of the event and asked to provide any promotional information to ABIA to help with drawing traffic to their locations as well.

October Board Meeting will be held on October 1st via teleconference at 8 a.m.

Motion to adjourn: Councillor Michael Beattie, Second Director David Grossi, carried.

Meeting Adjourned: 9:19 a.m.