

**Alliston BIA Board of Directors Meeting SEPTEMBER
Thursday September 5, 2019
Alliston BIA Office
Chair Mike Jerry**

Meeting begins: 7:32am

Attendance: Chair Mike Jerry; Vice-Chair Sherry Ward; Director Julia Stubbs; Director Carleigh Maloney; Director Mike MacEachern; ABIA General Manager Linda Spurr; Marketing and Communications Coordinator Kelsie Ludlow

Regrets: Secretary/Treasurer Ro Davoodian (proxy Sherry Ward), Economic Development Officer Darcy Brooks-Bischof, Councillor Beattie

Welcome

Amendments and Approval of Agenda

No changes to the agenda noted.

Motion to approve the agenda: Julia Stubbs, Second Mike MacEachern, carried.

Declaration of Pecuniary Interest

None noted.

Amendments and Approval of Previous Minutes (August 2019)

None noted.

Motion to approve: Julia Stubbs, Second: Carleigh Maloney, carried.

ABIA Good News

Linda shared that the RURBAN Sights and Sounds event was successful.

- Summer Series events discussed – determined unsuccessful in terms of increase in foot traffic and sales.
 - ➔ Suggestion to move timing to the spring/fall
 - ➔ Marketing for these events to be stepped up

Kelsie shared that social media analytics (engagement and reach) have increased in the last two months.

Carleigh shared that Clothz recently celebrated its anniversary.

Mike Jerry shared that he gave the ABIA's position at the meeting of the Committee of the Whole regarding the hiring of a consultant.

Treasurer Report

- Typically invoices are presented for board approval, unless they are standard.
 - ➔ None to present.
- Budget discussions will lead to submission on September 26, 2019 as requested.

General Manager Report

CIP

- Spoke to Darcy and planning, to be ratified at the next council meeting and advised on how we become involved in the next steps.

Members

- UPS Store reopening under new ownership → Grand opening September 26th, 11 a.m.
- Bulk Barn is moving → opening September 6th.
- Met with Quesada owner to discuss marketing efforts.
- Printing House under new management.
- Williams soft opening this weekend.
- Dance Workshop expanding into third studio space.
- Gama had squatters on property → made official complaint to town – fence has been fixed.
- SS Arts Council Art on Main project → Board has no issues with painting sidewalks outside stores.

Signage

- **Generic Blade Signs** – have identified first buildings to receive the signs.
- Have completed permit applications.
- Have contacted owners of buildings sending a letter of permission to each.
- Have received 6 letters of permission back.
- Will submit the six applications Friday Sept 6th and have spoken to Chris Granville and Tanya regarding pushing these applications through quickly.
- Install contractor will have signs ready to install upon approval permit.
- LEAD TIME ON THIS PROJECT approximately 3 weeks (Install Sept 27 – Oct3)
- Kool Collectables / Concession Road / Gama / Peake BBQ/ Nans Diner / Kellys Kitchen / Williams Pub / Modern Market/ Clothz / SS Art Council

Heritage Street Signs

- Contacted Engineering who said the street signage is part of town plans. Sent example of sign which we discussed at ABIA Board meeting previously (to look similar to Bloor West Village signs)
- Engineering said we can order through town to keep consistency and town public works will install.
- Spoke to Purchasing and they will coordinate with Engineering and pass the drawings through the ABIA for approval.
- Meeting with Engineering and Public Works today at 10:30 am to walk along Victoria Street and identify signage to change, structure, etc.
LEAD TIME ON THIS PROJECT approximately 4 – 5 weeks. (Nov 8th-12th)

Community board entrance signage – REMOVAL

- Confirmed with Lori Bedford that the sign in the West end will be taken down immediately.

POP UP PATIOS

- Chris Granville and Rick Vatri are leads on this project.
- Have contacted MTO and given information to Rick Vatri who is in process of getting information on MTO approval.
- Chris has been in contact with Barrie BIA and City to discuss their downtown patios and process.
- Town staff met internally end of August to discuss moving forward and next steps.
- I have been in discussions with POP UP Patios (Mike) and they are going to provide any information / drawings / pictures required by town staff.
- I have been told by town staff – Chris Granville – this project will not be a problem to set up for next May.

LEAD TIME ON THIS PROJECT May 2020

MARKETING & COMMUNICATIONS

- STATS/DATA OF ONLINE PRESENCE: engagement up 89%
- CAMPAIGN FOR SOCIAL –FALL/WINTER – all posts to be boosted
- **DIGITAL MAIN STREET GRANT**
ACCEPTED \$10,000
GRANT TO BE USED to help ABIA small businesses have more on-line presence.
LAUNCH EVENT DATE: Tuesday Sept 24th 3 pm to 6 pm
Circle Theatre
Meet the Squad – Gel
- Next steps: Use GEL for DSS, get quote from Tom
- Invitations

ECONOMIC DEVELOPMENT REPORT

Community Improvement Plan

- One grant approved to date
- Two applications in process, both in Alliston
- Outreach to property owners continues. Met with Linda and owners of 60 Victoria St. W. to discuss potential applications for their building and family members' property at 60 Victoria St. W.

Community Improvement Plan Review and Update Project

- Committee of the Whole opted to have staff complete project in-house; direction will be formalized following Council ratification on Sept. 9.
- Planning staff will work to establish project details shortly.

Small Business Week/Month Event

- Thursday, October 17th at the Club at Bond Head.
- Theme will be "Closing Your Talent Gap"; hands-on workshop session will focus on employee hiring and retention tactics
- Details will be provided when available from Nottawasaga Futures.

Transportation Master Plan

- Community feedback collection continues. Business owners encouraged to provide input through survey: <http://www.surveymonkey.com/r/townofnewtecumsethmp>
- Public Information Centre tentatively scheduled for late-September. Will forward details to Linda when available.
- Project updates and survey available at <https://www.newtecumseth.ca/en/town-hall/transportation-master-plan.aspx>

Accessibility Resources

- Ramp grant program info available at <https://www.newtecumseth.ca/en/town-hall/accessibility.aspx>

Wayfinding Signage

- Locates and permits secured for first group of signs to be installed, likely this week.
- 24 additional locations identified for parking signage improvements. Anticipate having funding available to complete before winter.

Tourism

- Will be submitting application for “Bee City Canada” designation in support of Honey Trail program launched at Beeton Honey & Garden Festival in May.

Business Transition Matching Program

- Limited spaces remain open to both sellers and potential buyers.
- Contact Nottawasaga Futures to register (705-435-1540)

PILLARS

Beautification

- **2 Benches ordered** for Mill Street & Victoria Street to replace planter that was rotten and removed. They should be installed by November 3rd.
- **SEASONAL DÉCOR –** have received two quotes regarding Fall decorations including 20 poles with corn stalks, straw bales, two pumpkins, and a fall mum.
- Seasonal Accents \$5514.40 and Botanix \$1310.80
- Would like to hire Botanix to do this project for September 23rd

Events

- Within budget but seems like a lot of \$ to spend for little increase in foot traffic/sales.
- Marketing for events (radio, newspaper, social media, piggy backed from farmers market, flyers)
→ focus future marketing efforts on social media
- Pay attention to dates other towns are having events so there's no overlap to take away from ours.

Marketing

- Boosting future campaigns (reach: all Ontario)

- Begin Shopping Sundays campaign

Motion to adjourn by Director Mike MacEachern, Second: Director Carleigh Maloney, carried.

Meeting adjourned 8:22am