

Alliston BIA Board of Directors Meeting
October 1, 2020
Teleconference
Conference Phone Number: 1-867-292-3030
Conference ID: 474 8315
Chair Mike Jerry

Meeting begins: 8:00 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 Kim Lyon (Liberty Tax); ABIA Member Lachlan McGurk (Bern's Flowers)

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

Welcome

Chair Mike Jerry shares that Vice-Chair Sherry Ward has announced this week that she's retiring from retail. He and Sherry joined the board over 10 years ago and with her support, vision and personality we have been able to bring the Alliston BIA to where it is today. He thanks her for the countless hours she's dedicated to the ABIA cause. The ABIA Board passes along our congratulations and well wishes to Vice-Chair Sherry Ward.

ABIA Good News

Marketing and Communications Coordinator Kelsie Ludlow shared that our Facebook reach is up 23.9% this month to 8856 and Instagram is up 100% to 3600.

General Manager Linda Spurr shared that the fall décor is being installed downtown and looks great. All installations downtown and in the west-end will be complete by the end of the day. She also shared that Fred Somerville has donated 40 trees for our winter tree decorating.

Councillor Michael Beattie shared that dozens of trees are being planted around boulevards and parks and are making the surrounding communities look great.

Chair Mike Jerry shared that he's happy with the attendance and direction of our marketing meeting. The fourth quarter will focus on marketing to help retail and restaurants recover lost revenues.

Amendments and Approval of Agenda

Motion to add discussion about Vice-Chair/Marketing Chair for the Board of Directors.

Motion to add discussion on the Town of New Tecumseth Transportation Study.

Motion to approve agenda as amended: Councillor Michel Beattie; Second: Treasurer Julia Stubbs, carried.

Declaration of Pecuniary Interest

None noted.

Amendments and Approval of Previous Minutes (September 2020)

None noted.

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

Treasurer Report

- Profit and Loss sent prior to meeting for review. Any further questions can be addressed to GM Spurr.
- New invoices include:
 - Somerville Nurseries: \$760 for 12-inch wreaths for businesses in the catchment area.
 - Botanix: \$2749.45 for 55 fall décor displays.
 - Blade signs: \$625 for five remaining permits.
- All above expenditures have been approved at September meeting.

- 2019 audit should be sent to us by next week.
 - ➔ All requested information was sent at the beginning of 2020 but auditors have had delays due to COVID-19.

- Our bookkeeper is working on cleaning up old suppliers and accounts in QuickBooks – will be passed by Treasurer Julia Stubbs before processing.
- 2021 budget has been submitted to Town finance department. Focuses will be on:
 - electronic sign
 - downtown washroom facility
 - developing initiatives that benefit west-end businesses
 - developing a constant attraction to draw tourism

General Manager Report

Members:

- **A Taxing Situation/A PC Situation** are open at 26 Victoria St. W.
 - ➔ GM Spurr connected them with Darcy in regard to CIP.
- **Osmows** opening soon in the Alliston Mills plaza.
- **Guac Mexi Grill** are celebrating their 2-year anniversary on October 16th
 - ➔ Will be having a customer appreciation day from 11 a.m. – 7 p.m.
- **Clothz** has opened a second location in Upper Canada in Newmarket.
- Chair Mike Jerry and GM Spurr have discussed focusing on attraction and retention of businesses in our catchment area and filling the hole that will be left by Details.

Blade signs

- Signs are ready and permits are in place.
- Installer has been delayed slightly but is estimated for October 19th.

Electronic sign

- CurbEx has sent a mock-up which has been distributed to the Board of Directors.
- Estimated cost is \$33,000 and can be produced in a few weeks.
- Board approves by consensus the cost of \$33,000 for the electronic sign.
- Chris Glanville has circulated through departments at the Town and we are waiting on approval.
 - ➔ Reminders have been sent by GM Spurr and Chair Mike Jerry.
- Timeframe is November 15-26.
- Councillor Beattie will speak to Chris Glanville and send an update by the end of the day.

Bus Signs

- Bus signs have been installed downtown.
 - ➔ A mock up of the downtown retail/restaurant listing and map has been sent with sizing to Chris Glanville and we are waiting on approval.
- Have requested quotes from Artisan Streetscapes, The Printing House and Alliston Signs.
- Estimated time for completion would be 4-6 weeks.

Pop Up Patios

- Three restaurants that had boardwalks installed have all reported that the initiative was extremely helpful for their business.
 - ➔ Owners will provide revenue numbers to GM Spurr.
- The Town has set a removal deadline of October 15th.
 - ➔ Chair Mike Jerry suggests we look into extending the deadline, suggests looking into heaters for colder weather.
 - ➔ Treasurer Julia Stubbs says bringing in heaters would be extremely expensive, especially if not closing off the sides of the patios – will be removing her extended patio by the 15th as well.
 - ➔ Director David Grossi agrees. Thinks heaters are a good idea but doesn't know that they will help if the cost is so high.

Digital Main Street

- We have received our grant cheque for \$10,000 and are in the process of hiring a squad member.
- Extended the timeline past December so those who want to do Google 360 photos after the Christmas season are able to do so.

Council Report

- Councillor Beattie has a call scheduled today with Rick Vatri about transit signs and will have an update by the end of the day.
- An all-way stop is going in at Church and Wellington – traffic coordinators determined that this was the best solution as opposed to a signalized stop light.
- A motion has been passed to ask staff to apply for the Investing in Canada's Infrastructure grant as requested by Councillor Harris, McIntyre and Beattie.
 - ➔ This grant will go towards investing in a post-pandemic municipal centre at Albert Street.
 - ➔ Projects can be awarded up to 10 million dollars.

Chair Mike Jerry and ABIA Member Lachlan McGurk suggest a community roundtable discussion to get a better understanding of the project and the process of determining where the new building will go, as well as the possibility of residential buildings being put in the old location (Wellington St.).

- ➔ Councillor Beattie says that the item will come back on the agenda at the Committee of the Whole meeting with the results of the grant application and at that time any members of the business community are welcome to have a discussion with regards to the project.

Councillor Beattie says that Council meetings will continue to be virtual for the next 3-6 months and in the meantime the weekly Economic Development calls will continue.

PILLARS

Marketing/Communications

- Focus for marketing for fourth quarter will be reaching Alliston and surrounding areas, as well as reaching Toronto and east/west surrounding areas.
 - ➔ Demographic focus is a male/female mix, but primary focus will be female, aged 30-70+
 - ➔ Our primary social audience demographic for Facebook and Instagram is in line with above.

Fall Colours Road-Trip:

- Photos and copy for campaign are being finished by the end of this week.
- Have sent a creative brief to Gel for a roadmap graphic highlighting scenic routes from GTA to Alliston.
- Posts will start next week and will run for two weeks.
 - ➔ As discussed in the marketing meeting, this campaign will be boosted to areas that are within a 1-1.5-hour drive of Alliston.

Holiday Shopping:

- Holiday shopping campaigns will start at the beginning of November.
 - ➔ Will be continuing with our Santa Shops Downtown Alliston theme.
 - ➔ Posts will be done on our social pages and shared to Simcoe County and Town of New Tecumseth pages.
- Boosts will be done weekly for the next 10 weeks at about \$35 for a total spend of around \$400.
 - ➔ Chair Mike Jerry suggests we increase that budget to see if we can reach a wider audience.

Photography:

- Agreed by consensus in the marketing meeting to hire a photographer to put together professional quality photo assets for the ABIA (to be used on website, social, print marketing, etc.).
- We have two quotes from local photographers and will have a third by the beginning of next week.
- We are planning to do an ongoing photo contest, ran seasonally, to increase engagement among social audience and have a wide selection of local photos to make use of.

CTV Commercial:

- Commercial has been approved and the cost has come down and now includes a digital campaign aspect.
- GM Spurr will be discussing details with Katherine from CTV and a shot list will be put together at the beginning of November.

Beautification:

- Blue banners and snowflakes will go up at the beginning of November.
- Fall décor has been ordered and installation will be finished today.
- When do we want hanging baskets removed?
 - ➔ ABIA Member Lachlan McGurk says that the hanging baskets looked great this year and suggests removal after Thanksgiving weekend.
- Fred Sommerville has donated 40 Christmas trees and we have ordered wreaths for members.
 - ➔ Communication has been sent to see who is interested in having a wreath for their business (deadline for reply is October 10th).
- Artisan Streetscapes is bringing in sleigh after November 11th and lights will go up the first week of November.
- For 2021 florals we have told the Town to place an order for exactly the same product as this year but have requested more hanging baskets to go in the west-end (per boards direction).

Events

- GM Spurr suggests "Monster Hunt" contest idea.
 - ➔ stores to decorate windows for Halloween with RURBAN monsters and we encourage people to come downtown over a two-week period and use as a social contest with a personal shopping experience as one of the prizes, as well as gift baskets made up of items from local businesses.
- ABIA Members Kim Lyon and Lachlan McGurk think the contest idea is great and like the personal shopping experience as one of the prizes.
- Treasurer Julia Stubbs agrees the contest sounds like a fun idea.
- Councillor Michael Beattie and Director David Grossi think it should be safe to go ahead with celebrating Halloween at the market and that the personal shopping experience fits in well with COVID restrictions.

Next steps: GM Spurr has scheduled a road closure under same premises as August 8th - to allow stores to come out if they wish and allow for socially distanced pedestrian traffic.

➔ As with the August 8th closure the ABIA can only promote the farmers' market and cannot advertise the road closure.

Christmas Crawl:

- GM Spurr suggests that we extend the Christmas Crawl for the whole weekend to include:
 - ➔ Christmas Crawl on Thursday, December 3rd
 - ➔ Friday – Sunday have restaurant dining specials.
- Board agrees by consensus to extend the Christmas Crawl for the whole weekend – think it's a great idea to try and promote as much as possible to support the restaurant and retail community.
- Idea suggested to have Saturday and Sunday breakfast/lunch with different Christmas characters
 - ➔ ABIA Member Kim Lyon suggests that the character idea might be difficult to have kids stay within COVID-19 safety precautions, etc.

New Business

Transportation Study:

- The Town of New Tecumseth is looking for input on the Transportation Study.
- Please review the study that was sent prior to the Board Meeting and submit feedback to GM Spurr to be forwarded to the Town.

Vice-Chair/Marketing Chair:

- With the announcement of Vice-Chair Sherry Ward's retirement, we ask that Board members please give some consideration to the position of Vice-Chair and Marketing Chair.
 - ➔ Any marketing ideas can be shared through Marketing and Communications Coordinator and GM Spurr.
- Kevin Osborne, Kim Lyon and Lachlan McGurk have all stated they are interested in joining the ABIA Board of Directors.
 - ➔ GM Spurr will send documentation to the Town office.

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

Meeting Adjourned: 9:07 a.m.