

**Alliston BIA Board of Directors Meeting OCTOBER  
Thursday October 10, 2019  
Alliston BIA Office  
Chair Mike Jerry**

**Meeting begins: 7:28 a.m.**

**Attendance:** Chair Mike Jerry; Vice-Chair Sherry Ward; Secretary/Treasurer Ro Davoodian; Director Mike MacEachern; Director Julia Stubbs; Director Carleigh Maloney; Director Colleen Ross; ABIA General Manager Linda Spurr; Marketing and Communications Coordinator Kelsie Ludlow; ABIA Member David Grossi

**Regrets:** 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: Director Carleigh Maloney, Second; Vice-Chair Sherry Ward, carried.

**Declaration of Pecuniary Interest**

None noted.

**Amendments and Approval of Previous Minutes (September 2019)**

None noted.

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

**ABIA Good News**

Linda shared that Swiss Chalet had their grand re-opening and that we've been receiving positive feedback about the Digital Main Street project.

Kelsie shared that there has been a lot of positive feedback about the fall street décor.

Julia shared that giveaways have started at Boston Pizza.

Mike Jerry shared that the Digital Main Street launch was successful and that Barb's Clothes Closet has completed the grant application.

Ro shared that the street decorations and banners look good.

Colleen shared that The Dance Workshop has almost finished their expansion into the third studio space.

Carleigh shared that business at Clothz has been picking up for the fall season.

**Treasurer Report**

- Typically invoices are presented for board approval, unless they are standard.  
→ None to present.

## **General Manager Report**

### **Members:**

Grand openings:

- UPS Store
- Taqueria El Norte
- Black Rose Beauty Lounge

Met with various members to discuss blade signs, DMS project, CIP grant.

### **David Grossi to speak about infrastructure behind buildings:**

- Has taken lead on having the infrastructure addressed.
  - ➔ Leaking water line to be dealt with in the fall → follow up on this.
- Reach out to Blaine and at the Committee of the Whole Meeting ask about next steps.
  - ➔ Email to Blaine from the Board stating the urgency in having a resolution/status update.

### **Operations:**

- **Budget Submission** – Submitted Sept 26<sup>th</sup> as requested by Town Finance.
- **TD Credit Card** – Card will be ready for pick up at Bank next Tuesday.
- **Bookkeeper**
  - ➔ NT Temps \$27 / hr includes their fees for all payment, insurance etc.
  - ➔ MB Bookkeeping \$45 / hr.

*Total about 6 hours or so per week to enter, produce cheques, deposits, reports, reconcile bank statements, source deductions, HST rebates, make any necessary adjustments and help auditors in February/March.*

Next steps: interview within catchment area

### **Board of Directors Christmas Dinner**

- ➔ Tuesday, December 3 at Williams

Next steps: Send confirmation email after meeting.

### **Beautification:**

- Remembrance Day, Nov 11<sup>th</sup> – Wreaths \$50 or \$75
  - ➔ Approached by Legion about Remembrance Day wreaths
  - ➔ Options: Have wreaths put up on downtown poles from October 28<sup>th</sup> to November 12<sup>th</sup> **OR** ABIA can present option to members to purchase and put wreaths up on business doors.
- 2 Benches ordered for Mill Street & Victoria Street to replace planter that was rotten and removed – still scheduled to be installed first week November.
- Seasonal Décor
  - ➔ Fall displays throughout downtown core 32 displays in total. \$2097.87

- ➔ Contacting Somerville Nurseries end October regarding Christmas Trees (40) in planters and Botanix to install plus Christmas wreaths for downtown core.
- ➔ Lights on all trees.
- ➔ Encourage members to decorate their trees.

### **Signage:**

#### **Blade Signs**

Have contacted building owners and receiving back completed approval letters then submitting permit applications to town for these.

#### **Permits for the following businesses are in:**

1. Kelly's Kitchen - Restaurant
2. 9 Lives Boutique – Fashion Retail
3. Concession Road – Gift Shop
4. Kool Collectables- Comics & Gifts
5. The Dance Workshop-Dance Studio
6. Wild Wing - Restaurant
7. Peake Barbecue – Barbecue Food
8. Conextel Cell Phones – Cell Phones
9. Nan's diner - Diner
10. Forty One Gift Shop (SS Arts) – Artisan Gift Shop

Signs have been made; brackets are on order.

Next steps: estimated install for these is between October 17<sup>th</sup> and 24<sup>th</sup>

#### **Next set of signs just waiting on owner approval letter to be sent back, but have verbal approvals from owners:**

1. Everything Babies
2. Details
3. Clothz
4. Carriage House Bakery
5. Williams
6. Modern Market
7. Alliston Nails and Spa
8. International Supplies
9. Table for Two
10. Moko Home
11. DaGrazia
12. Taqueria El Norte
13. Black Rose
14. Hair by Hart

Estimated permit submission and install would be week of November 4<sup>th</sup>.

#### **Blade Signs - Declined by owner:**

Tom Getes (Boltons / Thrive)

Briscos

### **Heritage Signs:**

- Engineering has said street signage is part of town plans – can order through town to keep consistency and public works will install.
- Purchasing will coordinate with Engineering and pass drawings through ABIA for approval.
- Meet with Engineering and Public Works at 10:30 a.m. to walk along Victoria and identify signage changes, structure, etc.

TOWN PURCHASING quoted \$59.95 for each sign and we require 18 signs (\$1079.00)

Engineering has sent specs to Purchasing

- ➔ Lori has come back saying that they require reflective material.
- ➔ Kamran says that is not a problem and he will discuss with Purchasing to confirm that they can be reflective material.

Once the signs/hardware is ordered (approx. 2 – 3 weeks) install by Town can begin (1 week).

Next steps: estimated lead time for install is mid-November (15<sup>th</sup>).

### **West End Electronic Sign**

In initial meeting in June, Chad Horan suggested ideal spot would be where poles currently exist.

- Rick Vatri agreed on this location.

Darcy has been given lead on the project.

### **Darcy's response:**

- Only north side has potential to be viable (south side is residential and electronic signs are not permitted).
- Existing base for a sign on the Alliston Mills property next to ABIA existing pole – ABIA could check with owner of Alliston Mills about repurposing that base?
  - ➔ Could reduce cost if this is a viable option
- Once preferred location and agreements are secured, ABIA to submit a sign permit application to Clerk's Office (Malcolm or Tanya best suited to help with application process)

Next Steps: Possibly look into putting sign up on private property. I did ask the owners at W end of town and emailed with no response. I can pursue this again. I can also speak to Albert – owner DQ to see if we can erect sign there?

### **Pop Up Patios**

Darcy to take lead on project and submit report to Council.

- Contacted MTO and confirmed Victoria St. doesn't require approval from MTO.
- Contact information given to Darcy and drawings and info to Chris, Rick and Darcy.
- Darcy to expand regarding next steps to ensure this is approved and ready by spring 2020.

**Darcy's response:**

- Proposal and submitted drawings have been circulated internally for comments.
- Report will go to Council seeking their direction (aiming for November 4<sup>th</sup> Committee of the Whole meeting).
- If approved, process will need to be developed to administer program and requirements of participants.
- Will keep ABIA updated on progress.

**CIP Grants Program**

- Visiting with members to discuss program and connect with Darcy.
- Once Council has adopted report, they will contact BIA's and Chambers to review and update program.

**Marketing and Communications**

Daily posts have been successful, Shopping Sundays posts consistent.

Christmas Crawl and Holiday Shopping Season:

- Date has gone out in newsletter and via email to all members.
- Advertised at the Beeton Fall Fair to attract visitors from surrounding areas.
- Christmas shopping commercial being played during the Circle Theatre pre-show.
- Meeting with CTV next week to talk about Christmas shopping commercial and advertising packages.

Socials for Christmas Shopping Season:

- To begin after Monster Mash.
- Product "gift guide" type posts → focus on retail and restaurant to promote gift ideas for hostess, family, friends, table and home décor, fashion for Christmas and NYE.
- Dinners out and watching sports games at local restaurants.
- Window and street décor.

**Digital Main Street**

\$10,000 grant accepted

\$379.00 rental Circle Theatre

\$449.00 brochure printing

\$100.58 printing for launch papers / bags ----- 928.00

\$689.00 - \$1000 for equipment

\$8000 for Squad visits

- Hiring through Gel for squad member
  - ➔ Marketing partner understands what we want as a brand, knowledgeable with small businesses.
- Contract includes visiting approx. 30 businesses in catchment, assessing social and digital and set up Google My Business and 360 imaging.
- Kelsie to coordinate all appointments for visits and go with squad member to ensure goals are being met.
  - ➔ To take notes and report on each visit.
- Starting with retail and restaurants ➔ estimated completion early December.

Board approves estimated budget for project.

### **Economic Development Report:**

Covered in General Manager Report.

### **Pillars:**

#### **Events**

- Arrange meeting to brainstorm 2020 events plan.
  - ➔ “attraction feel” vs. one day event
- **\$34,000** in budget / **\$13,000** for potato fest

#### **New business**

- None noted.

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

**Meeting adjourned 8:28 a.m.**