

Alliston BIA Board of Directors Meeting
November 5, 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; Secretary/Treasurer Ro Davoodian; Director David Grossi; Director Mike MacEachern; Director Colleen Ross; ABIA General Manager Linda Spurr; Marketing and Communications Coordinator Kelsie Ludlow; ABIA Member Kim Lyon; ABIA Member Lachlan McGurk; ABIA Member Michelle Joyce (Indian Flames)

Regrets: Vice-Chair Sherry Ward; Treasurer Julia Stubbs; Councillor Michael Beattie; ABIA Member Kevin Osborne

Welcome

Chair Mike Jerry welcomes new Directors Kim Lyon, Lachlan McGurk and Kevin Osborne to the Board and notes that the addition of new Directors will officially be approved through the Town. Thank you to ABIA Member Michelle Joyce for taking the time to join our call this morning. Our Board meetings are always open to members and input is appreciated throughout the meeting.

ABIA Good News

General Manager Linda Spurr shared that throughout the season the farmers' market drew an average of 500 visitors each Saturday. She also shared that there was a request from the Alliston Mills Plaza to have graffiti removed and our graffiti removal service was put to good use and had the graffiti removed within 24 hours.

Marketing and Communications Coordinator Kelsie Ludlow shared that our page followers, post reach and engagements on Facebook and Instagram were up over 100% in each category in October. She also shared that since this time last year our followers have tripled.

Director David Grossi shared that he has spoken with his tenant The Modern Market and she feels that business is increasing, especially since kids have been back in school.

Director Mike MacEachern shared he's still hearing really positive comments about the patio program and that it was a very good initiative for the downtown.

ABIA Member Michelle Joyce shared that Indian Flames won the Readers' Choice award for best Indian restaurant in town.

Director Colleen Ross shared that the government announcement allowing dance studios to stay open if Simcoe County moves into Stage 2 restrictions is great news for The Dance Workshop.

Chair Mike Jerry shared that he has been in touch with the Town on bi-weekly Economic Development calls with government, BIA and Chamber representatives. We've championed that New Tecumseth allow for flexibility with tax and utility payment due dates for those who require it and the Town of New Tecumseth has approved this.

Amendments and Approval of Agenda

None noted.

Motion to approve agenda: Director David Grossi, second Director Colleen Ross, carried.

Declaration of Pecuniary Interest

None noted.

Amendments and Approval of Previous Minutes (October 2020)

None noted.

Motion to approve: Director Colleen Ross, second Director Mike MacEachern, carried.

Treasurer Report

- Profit and Loss sent prior to meeting for review. Any further questions can be addressed to GM Spurr.
- As part of the existing contract, the installation of snowflakes cost \$4407 and included the replacement of extension cords, installation and storage.
- No additional invoices to present.

General Manager Report

Blade signs:

- Ready to be installed but have been set back due to weather.
 - Next five will be ready for installation within the next week.
- Next lot will be produced after this installation is finished.

ABIA Member Michelle Joyce asks about blade signs for the businesses on Paris Street and GM Spurr confirms that these will be ordered in the next lot pending approval from building owner.

Electronic Sign:

- Economic Development and the Town legal team are drawing up a contract with regards to the electronic sign.
 - Engineered drawings are required prior to completing the contract.
 - GM Spurr is working with CurbEx to provide drawings and estimated completion should be mid-November.
 - Estimated installation is still between November 15th and 26th.

Beautification:

- 2021 floral baskets are being ordered by the Town and 12 additional baskets have been requested.
- GM Spurr has inquired with Artisan Streetscapes with regards to making the hangers for poles in the west-end.

- Street planters will be added to the west-end.
- 40 trees have been donated by Somerville Nurseries and ABIA has purchased 40 wreaths for businesses who want one for their door.
 - Another email will be sent to members to confirm.
 - Installation is estimated for the week of November 15th (coordinating with Somerville schedule)
- Snowflake lights have been installed.
- GM Spurr requests from the Board their opinions on hanging winter baskets and lights for the poles to create an elevated holiday atmosphere.
- Chair Mike Jerry asks if this is within budget and GM Spurr confirms it is, estimated cost would be \$4500.
- **Board thinks that adding to the beautification of our streetscapes is a great idea and agrees by consensus for GM Spurr to proceed with order.**

Events:

Farmers' Market:

- The farmers' was successful this season, bringing an average of 500 visitors downtown each weekend.
- On Saturday, October 31st there were 942 visitors to the market with the majority coming between 9:30 a.m. and 1:30 p.m.
- Approximately 844 kids came downtown based on candy and prize handouts.
- General consensus from the retailer's downtown was that sales were typical for a Saturday but the majority noted that it was a good initiative to get the community out and raise awareness of what stores are in the downtown core.
 - A few stores indicated that they had a few new visitors who noted that they weren't aware that their business was there until that weekend.
 - A couple of businesses said they felt the road closure drew traffic away from their business.
- Director Mike MacEachern said that he's received feedback that a lot of kids were disappointed with the lack of trick or treating this Halloween so bringing the community together downtown was a great idea.
- Director Colleen Ross noted that Saturday is their busiest day for classes but felt that the Monster Hunt contest brought them a lot of engagement on social media and felt it was beneficial for The Dance Workshop.

GM Spurr says ABIA has 8 boxes of chips left in the office and would like to donate to the nurses and staff at Stevenson Memorial Hospital for snacks.

- **Board agrees by consensus to proceed with donation.**

Christmas Crawl:

- CTV holiday commercial starts running November 15th
 - Updated shots will be completed November 6th.
- As per last month's Board meeting, the Christmas Crawl will be extended for the whole weekend (December 3rd – December 6th).
- After discussion it was determined that only Thursday will have a timeframe and that visitors can stop by the Alliston BIA office to pick up a tote bag with downtown dollars.
 - It is up to individual businesses to advise the ABIA of their plans for the weekend and ABIA will promote accordingly.
- GM Spurr and Marketing Communications Coordinator Kelsie Ludlow are working on a marketing plan for this initiative and the rest of the holiday season.

Council Report

Councillor Michael Beattie is unable to make the meeting but will produce a report via email on activities ABIA should be aware of.

- If anyone has questions they can be passed through GM Spurr via email.

PILLARS

Marketing/Communications

- Marketing Communications Coordinator Kelsie shares that this year we'll be doing a big push on retail, home décor and holiday dining beginning next week (after Remembrance Day).
→ People seem invested in supporting small businesses and shopping locally so our content will reflect that and the benefits and personal experience of shopping locally.
- Target demographic is a female/male mix, age 35-65+
→ Can target through traditional and digital media.
- As mentioned in October's meeting we will continue to increase social spend weekly to reach a wider audience.
→ \$20 for local specific audience and \$40 for local and GTA
- Email marketing will be done through MailChimp and target the visitors from 2018/2019 Christmas Crawl.
- Traditional media will make use of print outlets (Briar Crier, New Tecumseth Times, Alliston Herald), local radio, MadHunt and CTV.

New Business

For future meetings move pillars to under General Manager's report.

Chair Mike Jerry recommends a notice be sent to members as a reminder to have employees use municipal lots for parking and leave street spaces for shoppers.

Motion to adjourn: Director Mike MacEachern, second Secretary/Treasurer Ro Davoodian, carried.

Meeting Adjourned: 9:03 a.m.