

**Alliston BIA Board of Directors Meeting NOVEMBER
Thursday November 14, 2019
Alliston BIA Office
Chair Mike Jerry**

Meeting begins: 7:29 a.m.

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

Regrets: Director Carleigh Maloney; Economic Development Officer Darcy Brooks-Bischoff; Councillor Beattie

Welcome

Amendments and Approval of Agenda

No changes to the agenda noted.

Motion to approve the agenda: Director Mike MacEachern, second; Vice-Chair Sherry Ward, carried.

Declaration of Pecuniary Interest

None noted.

Amendments and Approval of Previous Minutes (October 2019)

None noted.

Motion to approve: Director Colleen Ross, second; Vice-Chair Sherry Ward, carried.

ABIA Good News

GM Linda Spurr shared that the blade signs have seen positive feedback from residents and businesses.

Marketing/Comms Coordinator Kelsie Ludlow shared that we have reached 700 followers on Instagram.

Director Colleen Ross shared that the Dance Workshop is participating in the Santa Claus parade Saturday.

Chair Mike Jerry shared that he has met with the CAO at the Town to speak about various projects.

Director Mike MacEachern shared he has been receiving good questions about downtown and positive feedback about blade signs.

Treasurer Report

- Invoices are presented for Board approval, unless they are standard.
 - ➔ None to present.
- Sugar Tones to perform at Christmas Crawl ➔ approved.
- Profit and loss statements to be reviewed before meeting.

General Manager Report

Members:

- Have met with members regarding Monster Mash, Digital Main Street and Blade Sign projects.

Operations:

- Submitted budget has been reviewed by the Board of Directors – Town meeting to take place November 15th.
 - ➔ Submitted budget is available for review by any ABIA member.
- Credit card has come in and will be used to boost posts on social channels.
- Hired bookkeeper through NT Temps.

Board of Directors Christmas Dinner December 3 at Williams.

Seasonal décor – trees have been donated by Somerville Nurseries and are being picked up Friday morning.

- **Wreaths**
 - ➔ look into businesses purchasing wreaths.
- **Blue winter banners** have been put up.
- **Red sleigh** to use for social media contest campaign – encourage photos using hashtag/tag ABIA.
 - ➔ \$1200 for sleigh, look into storage.
 - ➔ Christmas lights, other props to make it more of an attraction.
 - ➔ “Even Santa Shops Downtown” sign to put with sleigh.
 - ➔ Size permitting – have sleigh in front of RURBAN sign, if not – Mill St.
 - ➔ **“Where’s Santa”** social media campaign – have a cardboard Santa move from store to store – encourage followers to take photo of/with Santa, tag ABIA for a chance to win a prize.

Motion to approve purchase of sleigh: Director Mike MacEachern, second; Director Colleen Ross, carried.

Blade Signs:

- Blade signs have been scheduled to go up.
 - ➔ Waiting for approval for remainder.
- Focus on retail and restaurant to start and then will do services.

Heritage signs:

- To be implemented in three communities.
 - ➔ Town to take over cost.
- Signs to be up by spring 2020.

Electronic sign:

- Still working on location – Mike Jerry has spoken to CAO with regards to this project.

Pop up patios:

- Economic Development Officer presented intent to Council and staff at Council have questions for the ABIA GM to answer.

Marketing/Communications:

- Fall/Winter/Christmas campaigns to focus on holiday shopping and dining in downtown and Christmas Crawl promotion.
- Advertising Christmas Crawl → flyers printed to pass out at parade.
- Ads in Briar Crier and MadHunt.
- Ad in Times – sell off space to other businesses (through Vicki direct).
- Begin Christmas Crawl promotion on website, Facebook and Instagram.
- CTV commercial to start running tomorrow.
→ to put on social channels when we receive.

*Note: to do more support for parade on social media.

- Will use credit card to boost posts across Ontario.
- Christmas Crawl event page has been uploaded to Facebook.
- Christmas commercial is still running at Circle Theatre.

Digital Main Street

- Business visits going well – positive feedback from all business owners so far.
- Look into case studies on flagship stores
→ Barbs, Details, Taylor's, Herberts, etc.

David Grossi to report on infrastructure update:

- Excavated and repaired leaking water line behind Modern Market
- Next steps: start process of contacting town about infrastructure by EOW

Economic Development Report

- Economic Development Officer Darcy Brooks-Bischoff submitted report as he was unable to attend the meeting.

PILLARS

Events

- Survey market vendors about changing market to Sunday → verdict: keep market on Saturday.
- Trial of Sunday/weekday throughout the fall.
- Look into having entertainment (theatre show/band/speaker series) at the Circle Theatre and hold a shopping/dining/show type of event.
→ if Circle Theatre has capacity to house this type of event, look into creating a package with dinner and show.

New business

- Chair Mike Jerry to attend signage meeting at Council Chambers on November 26th.
- January 8th → meeting about new community development to see where people are positioned on this– develop position paper on behalf of Board after Jan 8th meeting.
→Will take away from downtown core business.
- Trying to push to tribunal as an independent body to look at all positions.
- Next steps: Director Mike MacEachern to help GM Linda Spurr with position paper.

Motion to adjourn by Vice-Chair Sherry Ward, Second; Director Colleen Ross, carried.

Meeting Adjourned 8:50 a.m.