

**Alliston BIA Board of Directors Meeting
December 3, 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; Treasurer Julia Stubbs; Director Mike MacEachern; Director David Grossi; Director Lachlan McGurk; Director Kim Lyon; Councillor Michael Beattie; GM Linda Spurr; Marketing and Communications Coordinator Kelsie Ludlow; ABIA Member Stefan Markus (TD Canada Trust).

Regrets: Director Colleen Ross; Director Kevin Osborne

Welcome

Chair Jerry welcomes everyone to the meeting and wishes everyone success in the final month of the year.

ABIA Good News

Director Mike MacEachern shared that he's very impressed to see how businesses have adapted throughout the pandemic. Thinks it would be a great idea to showcase this and the enhanced safety measures in place at shops and restaurants.

ABIA Member Stefan Markus shared that a second round of CEBA (Canada Emergency Business Account) is being announced tomorrow. This will give interest free loan options for business owners.

Councillor Michael Beattie shares that the 2021 budget is in the process of being passed and includes great capital projects. Will speak to this more in the Council Report.

GM Linda Spurr shared that we've received very positive feedback on the beautification projects for the holiday season, as well as the communications and marketing for the Christmas Crawl. In additional good news / bad news GM Spurr shares that Marketing and Communications Coordinator Kelsie is leaving the BIA team for another position. GM Spurr thanks Kelsie for all her contributions to our team and wishes her well in her new endeavors. Board members follow in with well-wishes for Kelsie.

Director Lachlan McGurk shared that he's thankful business has been very busy recently.

Chair Mike Jerry shares that the marketing in our fourth quarter has been great and thanks GM Spurr and Marketing and Communications Coordinator Kelsie for their work on this aggressive campaign. He also wishes Kelsie success in her new position.

Marketing and Communications Coordinator Kelsie shared that all of our holiday ads have been getting great engagement on our social. She also thanks the Board and GM Spurr for a great experience working at the BIA.

Amendments and Approval of Agenda

None noted.

Motion to approve agenda: Director Mike MacEachern; Second Director Kim Lyon, carried.

Declaration of Pecuniary Interest

None noted.

Amendments and Approval of Previous Minutes (November 2020)

None noted.

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

Treasurer Report

- Profit and Loss sent prior to meeting for review. Any further questions can be addressed to GM Spurr.
- Director Mike MacEachern asks about the uncategorized expenses amount of \$220,000.
- → GM Spurr clarifies that that is the funds placed into a GIC with TD and entered into the Accounting system by bookkeeper.
- No invoices to present.

Council Report

Councillor Michael Beattie shares that the 2021 budget has been passed the Committee of the Whole.

- Netted an increase of 2.78%, half a percent of that increase is being contributed to a capital levy reserve.
- There will be big budgets for capital projects over the next few years.

Projects:

- 70% of money being spent on capital projects will be spent on 10 projects, some of which include:
 - Fire Station new builds and expansions, parks in Alliston and Tottenham, parks and rec projects throughout New Tecumseth, building expansions throughout Alliston, paving roads)

Chair Mike Jerry asks if there's going to be an increase in the marketing budget to support small businesses? As discussed in bi-weekly Ec Dev calls there is only \$5000 allocated from the budget.

Councillor Beattie says that he will find out numbers from Economic Development Officer Darcy Brooke-Bischopp and report back. Asks if BIA has an ideal number to request from the budget for marketing?

Chair Mike Jerry suggests that at minimum the Town should be matching what the ABIA spends. GM Linda Spurr clarifies that each year the Town allocates \$5000 to the BIA for events. Marketing budget would be separate from this number. Chair Mike Jerry suggests we ask for minimum \$20,000. Director Lachlan McGurk notes that marketing dollars can be spend very quickly depending on what you're doing. Asks Marketing and Communications Coordinator Kelsie how far \$20,000 would go? Kelsie confirms that \$20,000 would not go very far for marketing, especially if it's being used for all three communities in New Tecumseth.

- The ABIA spend for November and December alone is approx. \$17,500.

Chair Mike Jerry says he's willing to champion this and Board is more than happy to provide feedback.

- Notes that the second wave of the pandemic heading into the new year is going to be a very difficult time for businesses.

General Manager Report

Electronic Sign

- Ec Dev Officer Darcy has to submit a report for town staff and Council and the contract between ABIA and Town is being drafted by the Town layer.
- Waiting on CurbEx for the final engineered drawings.
- GM Spurr has been in contact with CurbEx this week and will follow up after the meeting to get an update. She has been pressing to get these in as they are the final step before all can be sent for approval from town.

Beautification:

Wreaths have been ordered and delivered.

- Have sent several communications out to members that the wreaths are available at the ABIA office for pick up. Some members have still not picked up.

40 trees have been delivered from Somerville Nurseries and installed by Botanix.

- The Town Parks and Rec staff moved the planters for the trees (had to leave room for sidewalk plows).

Lighting has been delayed due to product delivery delays.

- Garland and swags have been put up on the poles downtown and in the west-end.
 - Have received very positive feedback so far.

Blue banners have been installed on the poles and holiday shopping banners have been hung on fences.

Marketing/Communications:

Facebook:

Page likes: 100% increase

Engagement: 33% increase

Reach: 6% increase to 34,932

Instagram:

Followers 4.5% increase to 2184

Impressions: 28.5% increase to 49,446

Reach: 3.8% increase to 7706

Recap:

- We've done an aggressive marketing campaign in the last month that will continue until the end of December across digital and traditional media.
 - Focus on Christmas Crawl, holiday shopping, gift ideas and the importance of shopping local

Print:

- Briar Crier (Christmas Crawl, focus on safe shopping)
- Times for the Christmas Crawl and to promote shopping safe and shopping locally
 - Also have the top banner on the cover
- The Herald

Television/Radio/Web:

Madhunt Publishing, Radio spots on myFM to target local audience ,Pure Country,The DockCTV holiday commercial has been running since November 15th

- GM Spurr negotiated the budget with CTV to give us additional room to add radio and digital campaigns
- The digital campaign pushes 15 second cuts of our television commercial to targeted users whenever they are across Ontario on any Bell Media apps or websites

Social:

- Facebook and Instagram posts have been going out twice daily
 - Focus on the benefits of shopping locally, gift ideas, Christmas Crawl and ABIA projects (ex: blade sign installations, Year end wrap up)
 - Boosts have been done weekly to Alliston and all surrounding areas and will continue until the end of December
- We've received great engagement and feedback on all our holiday campaigns so far.

Chair Jerry asks for any comments/observations from the Board of Directors:

- Director David Grossi shares that we're doing a great job of branching into every market for our promotions. Suggests that we put some spend into marketing to Toronto and GTA.
- GM Spurr notes that health regulations have recommended we keep marketing to local areas so we're not intentionally drawing people from hot spots into our location. Notes that we have pushed this previously when it was permissible and will do so again when this restriction is lifted.
- Director Lachlan McGurk suggests collaborating with other local BIAs and put some marketing dollars together for a larger campaign?
 - Chair Jerry confirms he's reached out to other BIAs and Chambers in the past but most seem less willing to contribute the dollars towards a campaign.
- Director Kim Lyon shares that GM Spurr and Marketing/Communication Coordinator Kelsie have been doing a great job and thinks everything is headed in the right direction.

Events:

The Christmas Crawl begins Thursday December 3rd until Sunday, December 6th.

Downtown Dollars have been printed in \$5 denominations.

- The first 300 people who come to the office between 1 p.m. and 9 p.m. will receive downtown dollars and a tote bag.
- \$5 can be used for this weekend only, towards purchases of \$20 or more.
- Chair Jerry clarifies that since the coupons are being treated as cash, the total is after tax. One coupon can be applied per purchase.

- GM Spurr suggested we have Christmas music playing throughout the weekend. This will increase moral and provide entertainment while adhering to Health guidelines
- Speakers will be outside of the ABIA office and our Rurban Mobile Sound System will be driven throughout downtown and the west-end.
- GM Spurr also suggests we try Downtown Dollars. With the economy the way it is perhaps instead of an event, the dollars may draw visitors to shop local.

Data collection for the weekend:

- Will have visitors fill out name, location, email and if downtown dollars enticed them to shop locally
- Chair Jerry says that the overall measurement for success will be to increase revenues and increase foot traffic downtown.
- Where money is being spent
- Overall measurements for Christmas Crawl: Goal is to increase foot traffic downtown and up to individual stores to draw customers.

Board agrees that the downtown dollars are a great initiative and are looking forward to seeing if they are a success.

New Business

Secretary/Treasurer Ro Davoodian raises a concern about home businesses operating without proper licensing that could be competing with our local merchants.

Councillor Michael Beattie says that bylaw doesn't actively patrol home based businesses. Suggests that there's a fine line between those who are selling food out of their homes and those who run a baking/catering business out of their home.

Board agrees that we should be championing to protect our commercial businesses.

Director David Grossi suggests that the best way to make a change is to lobby a governing organization and raise concerns about businesses who are operating out of a home without paying the appropriate insurance and licensing fees associated with running a business.

Chair Jerry says that as a BIA we have to protect and promote our members.

Board agrees by consensus to direct GM Spurr to arrange a teleconference with OBIAA to discuss any knowledge they have about this issue and if they're willing to champion finding a solution.

Chair Jerry thanks the Board for their hard work and progress on helping our members survive the pandemic thus far.

Motion to adjourn: Secretary/Treasurer Ro Davoodian; Second Director Kim Lyon, carried

Meeting Adjourned: 9:46 a.m.

