



Alliston BIA Board of Directors Meeting AUGUST

Thursday August 16, 2017

Alliston BIA Office

Chair: Mike Jerry

Minutes

Attendance: ABIA Chair Mike Jerry, Secretary Treasurer Ro Davoodian, Vice Chair Sherry Ward, Director Colleen Brinston, Councillor Michael Beattie, General Manager Linda Spurr, Office Administrator Norma Freitag

Invited Guest: Town Mayor Rick Milne, Acting CAO Blaine Parkin – not present

Regrets: Director Lachlin McGurk (proxy Vice Chair Sherry Ward), Director Heidi MacKenzie (proxy Secretary Treasurer Ro Davoodian), Director Ryan Fox (proxy Director Colleen Brinston), Director Julia Stubbs

Welcome

Chair Mike Jerry welcomed all members who attended the meeting this morning. A moment of silence for the recently passed Deputy Mayor Jamie Smith was given.

Amendments and Approval of Agenda

No additions or changes to agenda.

Motion to approve the Agenda: Vice Chair Sherry Ward, Second: Councillor Michael Beattie, Carried.

Declaration of Pecuniary Interest

None noted

Amendments and Approval of Previous Minutes July 2017

No additions or changes to the minutes

Motion to approve the July 2017 Minutes, Director Colleen Brinston, Second: Secretary Treasurer Ro Davoodian, Carried.

ABIA Good News shared by Directors

GM Spurr shared with the Board that this year's Rurban Sights and Sounds Downtown, during the Alliston Potato Festival, was a tremendous success. All Board Members agreed and praised all staff for a great event.

Chair Jerry shared WIFI agreement with Royal City IT has been executed.

Treasurer Report

Current invoices were presented. Motion to pay current invoices Vice Chair Sherry Ward, Second: Director Colleen Brinston, Carried.

General Manager Report

New Members – New Business

- Symposium Restaurant, Montana's Restaurant, Chiropractor, Reiki & Wellness, and the International Market businesses are all under way to open. The UPS Store recently opened for business.
- Peake BBQ, Baarbarato (Burrito Restaurant), Starbucks (Zehrs parking lot), are all looking to open in our downtown catchment area.
- Inquiry was made that the area could be used as a shoe store by a concerned citizen.

Update on West End Poles

- GM Spurr has contacted both the Barrie and Richmond Hill offices of Soil Engineers Ltd. and is waiting for their response.

Update on TM Branding

- GM Spurr has arranged a meeting between our Board Members and Lawyer Jerry Switzer regarding the legalities and our next move to secure our branding and tag line. Meeting scheduled for August 30, 2017.

Downtown Flowers

- Letters have been sent stating our ABIA vision for the downtown core flowers and our requests. GM Spurr stated in her letter a request for the ABIA be included in the process to review the RFP quotes.

Request for 2018 Budget Meeting

- Our first Budget Meeting is scheduled for the morning of September 7, 2017 at 7:30am in preparation of October delivery to Council.

Councillor Report

Councillor Michael Beattie requested that the ABIA send a letter to the County Of Simcoe addressing the recent changes to garbage pickup along the downtown core. Pick up should be during the early morning when the street is not so busy, instead of during the day which causes major traffic issues. As well, pickup should be only 1 day instead of 2 days to reduce the amount of debris that is scattered by the wind.

Pillar:

Events Pillar:

- Annual Potato Festival – discussed in GM Spurr's report - was a great success! GM Spurr put together a lessons learned document with the input from team and customers to continue to advance the event.

Marketing:

- TM for our RURBAN Branding – discussed in GM Spurr's report – meeting set between Board and Jerry Switzer.
- Discussed banners and other marketing issues – 2018 banners are to be created for the Board's consideration.

Communication:

- WIFI Downtown Alliston Project – was discussed and in progress. Looking at early fall install.
- Working on media release.

New Business

- Sale of Parking Lot on Elizabeth Street

The ABIA, after discussion, does not support the sale of any parking lots. Our team is already at peril and requires additional space. The ABIA will be making a deputation to Town Council this coming Monday August 21, 2017 at 7:00pm.

- Proposed Commercial Plaza to be built on the south east corner of Gray and Boyne St

Chair Jerry raised the questions as to a) why more commercial buildings are being built outside the downtown core when the downtown has space available for new businesses, and b) why build a plaza in a low traffic residential area.

Motion to Adjourn: Vice Chair Sherry Ward

Adjournment: 9:02 am