

**Alliston Business Improvement Association
Board of Directors Meeting FEBRUARY
Thursday Feb. 2, 2017, 7:30 am
ABIA Boardroom
Chair Mike Jerry**

Minutes

Attendance: ABIA Chair Mike Jerry, Vice Chair Sherry Ward, Secretary/Treasurer Ro Davoodian, Director Julia Stubbs, Director Heidi MacKenzie, Colleen Brinston, Ryan Fox.

Regrets: Director Lachlan McGurk, Town Liaison Michael Beattie (submitted report via email), Town Liaison Deputy Mayor Jamie Smith.

Welcome

Chair Jerry welcomed all and thanked everyone for coming, then extended a special welcome to our two guests, Colleen Brinston (The Dance Workshop), and Ryan Fox (The Printing House). Introductions were made around the table.

Amendments and Approval of Agenda

No amendments

Motion to approve: Vice Chair Ward, Second: Director MacKenzie, carried.

Declaration of Pecuniary Interest

None noted

Amendments and Approval of previous minutes (Jan 2017)

Motion to approve: Secretary Davoodian, Second: Director Stubbs, carried.

ABIA Good News shared by Directors

Treasurer Report

- Invoices to present
Artisan Streetscapes – for help to put lights on Downtown Christmas Tree
- Borrow from ABIA Monument Account fund – Treasurer Davoodian explained that in order to maintain operations and start up for 2017 events with deposits, we should borrow from our Monument Account (TD) until the Levy is given to us.
MOTION to draw \$15,000 from our savings in Monument Account and replace once we receive the 2017 Levy: Director Stubbs, Second: Director MacKenzie, carried.

Council Report (Submitted by Michael Beattie via email)

- 2017 Budget has been passed at an increase of 2.74%
- Michael moved a motion allowing an additional \$6355.00 transfer to ABIA, which was done in fairness considering the same amount was being given to the BTBIA. This motion was passed.
- Dominion Street from Centre to Church as well as Wellington from Centre to Church are also on schedule for resurfacing in 2017, along with a traffic study for Church Street corridor.
- Michael also motioned for \$5000 in funding for forming a Youth Advisory Committee, working toward fostering some youth involvement and leadership in our community. This motion was passed.

ABIA Chair noted a special thank you to Michael for his hard work and getting an equal amount to the BTBIA passed to the ABIA as well.

Secretary / Treasurer Davoodian said he spoke with Mayor Milne regarding the ACE Rental property and that this property would be a great project for a Town Meeting place.

GM Report

Communication

➤ Visits with members

Now set up to do regular site visits starting Feb 6th. Have visited a few members during January, but now focused on bi-weekly visits in the coming months. Distributing information packages on who we are, what we offer, how our membership can participate in and sponsor our signature events and any help we can offer from our Board of Directors or ABIA office regarding connections in community.

➤ Obtain two new Board Members

Colleen Brinston from The Dance Workshop and Ryan Fox from TPH have expressed interest in becoming a Director on our ABIA Board and have been invited to visit our February meeting.

Marketing

1. Set a plan for 2017 Campaigns

- *Marketing meeting set for Feb 6th – 6:30 pm to include all the team to share ideas and to set a marketing schedule for 2017. A meeting request has been sent to Board. Dinner has been arranged.*
- *Tourism, Focus on destination / Flagship businesses – Those who will draw tourism. Create pamphlet, website and commercials all to coordinate.*
- *Negotiated with GEL to reduce production costs by approx.. \$5000 from 2016 - 2017*

2. Set a plan for 2017 Events

Dates are set for Events:

Farmers' market May 20th /

Food Truck Rally June 17th,

***New Event** in July for our 150th RURBAN ARTISAN MARKET & SS ARTS Battle of the Brushes/*

RURBAN Street Festival Sat August 12th (Potato fest weekend),

Monster Mash Oct 28th,

RURBAN Christmas & Tree Lighting Nov 18th,

***ADDITION** OF TWO Saturdays close to Christmas as designated shopping days.*

3. Set a plan for 2017 Ec Dev and Tourism

Met with Town Ec Dev department (Katie Bagshaw) and Simcoe County Tourism and suggested that we have downtown maps made and distributed through Simcoe County Tourism grants and that Alliston and all of New Tecumseth be included in any tourism trade shows that the County participates in. Katie to take back to the next Simcoe Tourism meeting.

4. Set a plan for Social Media and Website

Wanting to connect with members and add our link to their web page and theirs to ours.

- *Have contacted GEL regarding branding for event logos, and ideas for images for our printed collaterals for events and posters and social media.*
- *Social media – two definite posts per week, Monday Good News post, Wednesday Mid-week Business Break with articles from members that we can post a video, picture, or part article to direct back to ABIA website. "Come in We're Awesome" Spring Campaign, where we highlight businesses in Downtown Alliston. (asking each business to submit what makes them and our downtown special – those who submit will be highlighted).*

Administrative

1. Prepare for Audit

Working with Kathryn and tying up paperwork and loose ends from 2016, in preparation for Auditors. Kathryn will make herself available and I will be here upon their visit to ensure the Auditors have all information they need. This worked well last year to make for a smooth and quick audit. Have left message for Marc Sirr to find out when we can get our levy money. The budget has been passed by Council.

2. Policies & Procedures for Events – update for 2017 – in progress

3. ABIA Member List / Website Listings – update for 2017

4. Prepare for ABIA Annual General Meeting (April)

5. Hire Office Help (bookkeeper, general admin)

Kathryn will no longer be available as of May. Would like to hire a new office admin / bookkeeper part time three days / week to look after all paper trail from incoming to producing cheques and entering into system. Have prepared a job description and contacted Focus to post on their job board – just waiting on approval. Have submitted application to Summer Jobs Grant for TWO summer students from May to August for extra help with events, social media and communication. This will allow to focus on new initiatives for revitalization and data management as well as elevate our communication with members, community and council.

Current Outstanding Initiatives

- **Banting** High School proposed move – Set up meeting with Jim Wilson – Have contacted his office, just waiting on confirmation for Feb 17th.
- **Have made contact with school** to create video presentation, media teacher is working on getting approval.
- Set up meeting in Spring with School Trustees to do a presentation.
- **Attraction and Retention**
Window Decals “Picture Yourself Here” – are **currently being produced, however will not be done until second week Feb.** Working on contact for windows.
- **West End Poles** – Have spoken to Rob Nadalin – waiting on quote for re-installation.
- **Home based retail / restaurant businesses** – Have met with owner of the home based retail food business at their request, and they shared information we were not aware of.

PILLARS:

Communication

WIFI – Mike spoke to the project for downtown WIFI. We have selected a provider from the quotes we received – they are at \$31,000 and we are at \$25,000. Lachlan has arranged a meeting with the town to see if town can partner with the ABIA. Plan B, putting hot spots downtown to be considerably less expensive. Colleen suggested that there are health concerns with SAR rating and sensitivity to radiation from radio frequency to consider. Something to look into further.

Events

Food Truck Rally – Omission of Battle of Brushes from this event. Working on vendors.

NEW Event – RURBAN Artisan Market along with Battle of Brushes – July

RURBAN STREET FEST – during Potato Fest Weekend (was getting too confusing with vendors, so we will re-name our event on Victoria Street for less confusion).

Marketing

Marketing Meeting Feb 6th, 2017 at 6:30

Beautification

Town purchase of Canada 150 banners – send email re banner timeline to board.

New Business

March Meeting – preparation for sharing with Council - Agenda

GM Spurr to Send out agenda to all by Feb 15th.

Some items to include:

Building permits

What are councillors doing for business in their wards?

Dog park

Downtown Retrofit - Town meeting place, River clean up

Church St Study

Lights on Victoria and King

Crosswalk at Mill

Illegal home based businesses

Motion to adjourn, Director Mackenzie**Adjourn**