



Alliston BIA Board of Directors Meeting APRIL

Thursday April 12, 2018

Alliston BIA Office

Chair: Mike Jerry

Minutes

Attendance: Chair Mike Jerry, Secretary Ro Davoodian, Treasurer Julia Stubbs, Director Lachlan McGurk, Director Heidi Mackenzie, Director Colleen Ross, Councillor Michael Beattie, General Manager Linda Spurr, Office Administrator Norma Freitag, Member Carleigh Maloney, Economic Development Officer Darcy Brooke-Bisschop.

Regrets: Vice Chair Sherry Ward (proxy Julia Stubbs), Director Ryan Fox (proxy Heidi MacKenzie), Deputy Mayor Donna Jebb.

Welcome

Chair Mike Jerry welcomed all those who attended the meeting this morning. A moment of silence was held in memory of those lives that were lost in Humboldt, Saskatchewan.

Amendments and Approval of Agenda

No additions or changes to agenda.

Motion to approve the Agenda: Director Heidi MacKenzie, second: Director Colleen Ross: carried.

Declaration of Pecuniary Interest

None noted

Amendments and Approval of Previous Minutes March 2018

No additions or changes to the previous minutes.

Motion to approve the March 2018 Minutes: Director Lachlan McGurk, Director Heidi MacKenzie: carried.

ABIA Good News

GM Spurr shared that the downtown core is filling up with new and promising businesses and there are very few empty spaces left.

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Member Carleigh Maloney shared that Clothz will be hosting their 2nd Annual Customer Appreciation Day this coming weekend.

Chair Jerry shared with the board that every 3 months he meets with the CAO of the Town to make sure the lines of communications between the ABIA and the Town are always open.

Chair Jerry also informed the board that the Toronto Sun Newspaper interviewed the ABIA regarding our Rurban Branding for Downtown Alliston.

Treasurer's Report

Current invoices were presented. Motion to pay current invoices: Director Colleen Ross, second: Director Lachlin McGurk.

General Manager's Report

New Businesses Opening:

Concession Road Mercantile – Grand Opening May 1, 2018 at 11:00am

Carriage House Bakery – Grand Opening April 27, 2018 at 11:00am

Safari Land – Opening soon

Champ Burger – Opening soon

Canadian Tire Alliston – under new ownership

Coffee Culture – under new ownership

GM Spurr is continuing to do face to face visits with the memberships and providing the new businesses with informative information such as CIP's to help promote their businesses. GM Spurr requested that Ec Dev Officer Darcy Brooke-Bisschop accompany her with visits regarding the CIP program.

Communications:

GM Spurr met with Brianna McKenna, Hospitality and Events Supervisor from the Town to discuss the importance of keeping the lines of communications open with the ABIA so that we can work together in the best interest of our community. Further discussion on how to drive traffic into the downtown core when the Town events are on.

Ms McKenna offered an invitation for the ABIA to be a part of the Town's Canada Day celebration and the New Tecumseth Recreation Centre this year. Further meetings and discussions are in process.

GM Spurr, Chair Jerry, Secretary Davoodian and Director McGurk will be attending the OBIAA Conference April 16,17, and 18.

Marketing:

GM Spurr is continuing to attend Trade Shows with Simcoe County to promote Downtown Alliston. GM Spurr has given positive feedback from the shows and has indicated that they have proven to draw a lot of interest in our community and specifically our downtown core.

The billboard is need of a change. The ABIA will look into working with Gel to create/refresh new image.

Preparation for Farmer's Market is underway and there is a tentative opening date set for May 19th.

Food Truck Rally marketing is in full force on social media as well as printed handouts.

Videos for our upcoming signature events are up on Facebook. GM Spurr is working on a video to air on social media for "Why Shop Downtown Alliston!".

Probus Club

The Probus Club is requesting a Senior's Day in Downtown Alliston. We are looking at a tentative date of May 19, along side the opening day of the Farmer's Market. Letter will be sent to ABIA members.

Lease

Building Lease is up for renewal this coming May 2018. The lease was passed for Board Members to view and the opportunity to make changes.

Our Constitution – Policies and Procedures

Revisions have been made to the Constitution to reflect the current changes for minimum wage. Changes will comply with the Ontario Employment Standards Act.

Also, a change will be made to *strike* the advertising in the newspapers for the announcement of our AGM's. It was decided by consensus that announcements would be sent out by email. Chair Jerry requested that the Constitution be sent to all Board Members to make any changes they deemed fit.

Council's Report:

Councillor Beattie informed the Board that the Town has allotted funds to the BIA's for just under \$60,000 to be used for the improvement of existing enhancement projects. Money needs to be spent by 2020. The ABIA will be looking at utilizing those funds towards our Boyne River Revitalization Project.

Councillor Beattie shared that the Youth Advisory Community is taking over The Circle Theatre on Friday June 15th for NTYFF. This will be an opportunity for youths to showcase their documentary films Sponsorship packages were also discussed.

Ec Dev Report:

CIP program - Darcy is working with Infrastructure Planning Dept to see how they can revamp and improve/refresh the current CIP's. Chair Jerry suggested that the BIA's be present at the meetings for this process for insight.

June 13th is the Mayor's Breakfast – more information on this upcoming event will be shared at a later date. Guest Speaker at the Mayor's Breakfast is Succession Matching .com

Tourism Simcoe County is looking at starting up tours again at Honda Canada to bring in more people into the town.

Tourism Simcoe County had free tickets available for Roger Brooks Seminar at this year's OBIAA Conference. Ec Dev Officer Bisshop offered his ticket, if he is unable to attend, to the ABIA.

PILLARS

Food Truck Rally

- Entertainment is booked
- Area to be closed for the event is from Paris to Church St on Victoria St.
- Getting all ABIA businesses to come out and create a downtown sidewalk sale as part of the festivities
- Working with all ABIA members to promote any in store sales during our event through social media.

Rurban Fest/Potato Festival

- Applications forms are coming in on a daily basis
- Advertising is underway and will continue leading up to Aug 11/18

The Board agreed by consensus on NOT to participate in Rib Fest with an ABIA booth. We will focus on elevating our marketing for our Food Truck Rally.

Farmer's Market

- A vote for a sound system purchase for the Farmer's market was addressed.
- We need to elevate the Farmer's Market to draw more people into town.
- Motion to budget a maximum purchase of \$2000.00 for the system, Director Heidi MacKenzie, second: Treasurer Julia Stubbs: carried.

Communications

- Director Lachlan McGurk demonstrated a Wi-Fi demo report to the Board. The preliminary reports showed gender, age groups, time of usage etc.
- Information will provide useful information with the who's, when's and where people are in our downtown core. As well, what people are looking up:
 - Media and Entertainment
 - Retail Outlets
 - Professional Services etc.
- These are just preliminary reports. As we move forward the need to find tune these reports will be essential. Once fine tuned, excel spreadsheets will be produced and viewed by the Board at future monthly meeting.
- Still working on trying to get the Police Services Board to show interest in installing cameras for the security and safety of our town members. If the Police Services do not come on board then the ABIA will look into installing the cameras. Further discussion on this matter will continue in future meetings.

New Business:

Chair Jerry shared the Wayne Clement, School Trustee has decided to resign from his position. Chair Jerry reached out to him to thank for his help and support regarding Banting Memorial High School. GM Spurr will reach out to the new Trustee.

Board of Directors Closed Discussion

The Board of Directors went into a closed discussion to address personnel matters.

Next Meeting: Our next meeting is scheduled for Thursday May 3, 2018

Motion to Adjourn: Secretary Ro Davoodian

Adjournment: 9:37 am