



Alliston BIA Board of Directors Meeting JANUARY

Thursday January 10, 2019

Alliston BIA Office

Chair: Mike Jerry

TASKS

<u>Task</u>	<u>Who</u>	<u>Date</u>
1. Send out letters Re: Digital Mainstream Webinar	GM Spurr	Jan 10, 2019
2. Contact SSAC re: Artisan Banner stipulations	GM Spurr	Feb 7, 2019
3. Set up meeting with Landlords/tenants re: CIP Grants	GM Spurr/ Darcy Brooke-Bisshop	Feb 7, 2019
4. Arrange meeting with The Clerk And Bylaw Dept re: parking issues	Councillor Michael Beattie	Feb 7, 2019
5. Motion to enforce a "No Smoking" Bylaw including Cannabis in Downtown Alliston	Councillor Michael Beattie	Feb 7, 2019
6. Blade Signs: cost and locate funding	GM Spurr	Feb 7, 2019
7. Meeting with Planning Dept re: goals and vision for downtown revitalization	GM Spurr	Feb 7, 2019

Alliston BIA
Jan
Minutes
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Minutes

Attendance: Chair Mike Jerry, Secretary Ro Davoodian, Director Lachlan McGurk, Director Carleigh Wilson, Councillor Michael Beattie, General Manager Linda Spurr, Office Administrator Norma Freitag, Economic Development Officer Darcy Brooke-Bisschop, Mike MacEachern from Focus, and Diane Anderson-Lamont from GoodLife Fitness.

Regrets: Vice-Chair Sherry Ward (proxy Lachlan McGurk), Treasurer Julia Stubb (proxy Secretary Ro Davoodian), Director Colleen Ross, Director Ryan Fox.

Welcome

Chair Mike Jerry welcomed all who attended this morning's meeting. A happy start to the New Year with good health and prosperity was affirmed.

Amendments and Approval of Agenda

No additions or changes to agenda

Motion to approve the Agenda: Director Lachlan McGurk, second: Secretary Ro Davoodian, carried.

Declaration of Pecuniary Interest

None noted

Amendments and Approval of Previous Minutes Nov 2018

No additions or changes to the previous minutes.

Motion to approve the Nov 2018 Minutes: Director Carleigh Wilson, second: Secretary Ro Davoodian, carried.

ABIA Good News

Director Lachlan McGurk shared that the McGurks purchased a new business and will be adding Chocolatier to their resume. Aarden Chocolates will now be sold within Bern's Flowers & Gifts establishment. Congratulations to the McGurks on their new business venture.

Chair Jerry and GM Spurr met with council recently to discuss the potential Retail Cannabis Store opening within our community. Chair Jerry shared the results of the survey that the ABIA conducted. For the most part, the meeting went well. Since then the dynamics have changed as to 'control issues'. Municipalities do not have a say in where these stores can open. The "opt in" or "opt out" decision is still under discussion.

Treasurer's Report

Profit and Loss Statement for the year 2018 was presented. No invoices were presented. No outstanding issues were addressed.

GM Report:

New/Current Members to the Downtown Catchment Area:

- Stacked Pancake & Breakfast House will be having their Grand Opening on January 18, 2019 @ 10:30 am
- Starbucks is up and running - Grand Opening TBD
- Domino's Pizza will be relocating to the building adjacent to Starbucks
- Cig Vape is relocating to the unit beside the Rogers Retail Store
- Delzotto's is now under new management
- The Coop Restaurant will be opening in downtown mid Spring

GM Spurr shared that the office is ready for 2019 with all of the administrative items, files and audit all in place.

The office is looking into getting help from in assisting in the transfer from QuickBooks Online to QuickBooks Desktop.

GM Spurr is sending out a letter today to members regarding the Digital Mainstream Webinar.

GM Spurr received a quote on the removal of the aging Community Entrance Board. She is waiting on a few quotes to come in.

GM Spurr is also waiting on Previn Court to return the call to discuss future digital signage placement on their property located by the Freshco.

Ministry Road signs contract has been renewed for 2019.

2019 Farmers Market Applications:

Acceptance letters and Decline letters are ready for review and approval from Secretary Ro Davoodian and will be sent out soon.

S.S.A.C. Partnership:

The South Simcoe Arts Council has received funding for local artisans to create artistic banners to be displayed within our downtown core. The S.S.A.C. would like to partner with the ABIA and display these banners.

GM Spurr indicated that there would have to be certain stipulations that would have to be enforced;

- Approval of the design and concept by the Board of Directors
- Time frame as to when they can be displayed - in the Spring time only as our event banners will take precedent starting end of May to early June.

GM Spurr will be in contact with the SSAC regarding these stipulations.

Council Report

Budget Meetings are commencing today Thursday January 10, 2019 at Town Council. The ABIA will be in attendance to present the budget. The ABIA is not requesting any increases for their 2019 Budget.

Ec Dev Report

Projects On The Go from the Economic Development Dept:

Marketing & Communications Strategy

- Focus Group – Wednesday January 16th from 1:00pm to 4:00pm
- New website for the Town was launched on Tuesday January 8, 2019

Business Retention & Expansion Program

- Will seek input and feedback from BIA, other local business development partners when developing

Wayfinding Signage

- RFP to be issued in in Q1, aiming to do installation in Q2.
- Based on feedback from business owners, parking signage is the primary concern.

Community Improvement Plan

- Plenty of interest. Any businesses interested in applying for funding are encouraged to do so as soon as possible as budgeted funds will be used up quickly.
- Ec Dev Bisshop and GM Spurr will look into who certain landlords are within the core and set up a meeting with them to make them aware of the CIP Grants in order to give their buildings a well needed restoration.

Tourism

- Tourism Simcoe County is hosting its first municipal partners meeting next week.
- Will have a better idea on projects and timing following that meeting.
- Barn Quilt Trail; Bees & Honey Agri-Tourism project; Dog-Friendly Travel Destinations; Doors Open/Culture Days; Farm Fresh/Farm to Table; Motorcycle Routes; Trails Guide.

Business Transition Matching Program

- Limited spaces remain open. \$25 provides: 3-year membership with Succession Matching; Access to Fall Webinar Series; Succession planning resources; Access to network of professionals.
- Contact Colleen Gouldson at Nottawasaga Futures at 705-435-1540 for more information.

Digital Main Street Grant Program

- 1,000 applications in process
- 2,500 grants of \$2,500 available

Other items

- Baxter Announcement – \$26-million investment in facility.
- Honda – Saturday overtime shift cancelled for now
- Old Beer Store is SOLD. A Child Care facility will be the new occupants
- Bill 66 – Provincial Government has proposed some sweeping changes intended to make Ontario more “business friendly”. Hearing some concern about the implications of what is being proposed as it relates to ensuring development occurs in a responsible manner.
- Ec Dev’s ABIA Strategy Plan will be to look at:
 - *Revitalization of Downtown
 - *Working with the ABIA and the BTBIA mainstreaming the overall downtown investment plan Development

NEW BUSINESS

Mill Pond Parking:

- Parking is a growing concern for local businesses surround the Mill Pond Building and its occupants. Sales have diminished because of the lack of parking availability on the street.
- Mill Pond has paid for the use of the parking spaces in front of the building as part of the zoning bylaws.
- Councillor Michael Beattie will try to arrange a meeting with The Clerk and the By-Law Enforcement Dept to redevelop the parking issues in our downtown core.

Retail Cannabis:

- Do we “opt in” or “opt out” from applying for the retail cannabis store to enter our town is the issue at hand. If the Town “opts in” there are certain provisions that **must** be put into place.
 1. We don’t want it in our downtown
 2. We don’t want it near our schools
 3. We don’t want it near our Community Centres
 4. We don’t want it near our Public Parks and Recreation Facilities
- Recent changes indicate that the municipalities do not have a say in where these retail stores can be located which poses a threat to the particular areas discussed. However, New Tecumseth is a

- prime Industrial Zoning area and if the Town “opts out” then there will be no opportunity for a manufacturing facility to locate to our area. The supply and demands are at a high and opportunity for industrial growth is in the forefront so the decision to lend towards “opting in” would be to the town’s advantage. Discussions regarding the decision will be made at Council on Monday January 14, 2019.
- A request to enforce a “No Smoking” bylaw in the downtown core (cannabis included) will be motioned by Councillor Michael Beattie to address Council.

PILLARS

Events:

- The ABIA Board of Directors have made a decision to discontinue the Food Truck Rally from their Signature Events moving forward. The cost to run the events supersedes the ROI for the memberships money and therefore is requesting that the Town consider hosting the event.
- The ABIA is working on some other events to replace the Food Truck Rally.
Motion to Discontinue the Food Truck Rally Event: Secretary Ro Davoodian, second: Director Carleigh Wilson, carried.

Beautification:

- Director Lachlan McGurk is encouraging the Board and the Town to make 2019 a year where “we look at a bigger picture and take action”.
- Blades Signs really needs to be in the forefront of the revitalization of our downtown. There needs to be a distinct appearance and proper signage visible for visitors and locals coming through town.
- GM Spurr is to head up in finding the cost of the Blade Signs and how we can implement the cost into the revitalization plan.
- A meeting with the Planning Dept also needs to be addressed so that a conversation of what our goals and visions for the downtown core are, can be discussed.

Next Meeting: Scheduled for Thursday February 7, 2019 at 7:30 am

Motion to Adjourn: Secretary Ro Davoodian

Adjournment: 9:25 am

