



Alliston BIA Board of Directors Meeting JULY

Thursday July 5, 2018

Alliston BIA Office

Chair: Mike Jerry

Minutes

Attendance: Chair Mike Jerry, Vice-Chair Sherry Ward, Secretary Roham Davoodian, Treasurer Julia Stubbs, Director Carleigh Maloney, General Manager Linda Spurr, Office Administrator Norma Freitag, Economic Development Officer Darcy Brooke-Bisschop.

Regrets: Director Lachlan McGurk (proxy Vice-Chair Sherry Ward), Director Ryan Fox (proxy Treasurer Julia Stubbs), Director Colleen Ross, Director Heidi Mackenzie
Deputy Mayor Donna Jebb, Councillor Michael Beattie.

Welcome

Chair Mike Jerry welcomed all those who attended the meeting this morning.

Amendments and Approval of Agenda

Change to the Agenda - Guest Speaker Executive Director of the Gibson Centre Jenny Fortin, sent in her regret yesterday that she would be unable to attend this morning's meeting.

Motion to approve the Change in the Agenda: Director Carleigh Maloney, second: Secretary Roham Davoodian, carried.

Declaration of Pecuniary Interest

None noted

Amendments and Approval of Previous Minutes June 2018

No additions or changes to the previous minutes.

Motion to approve the June 2018 Minutes: Vice-Chair Sherry Ward, second: Treasurer Julia Stubbs, carried.

ABIA Good News

Chair Mike Jerry announced and welcomed Carleigh Maloney of Clothz for officially becoming a Director of the ABIA. Welcome aboard Carleigh!

Secretary Roham Davoodian shared that the 2018 Food Truck Rally was a tremendous success and bringing the event up to the street was a 'great call'.

Economic Development Officer Darcy Brooke-Bisshop commented on the success of the Mayor's Breakfast that took place on June 13th.

Treasurer's Report

Current invoices were presented. All have been prior approved and within our budget for the year. 2019 Budget Meeting will start Thursday August 16, 2018 at 7:30am. Subsequent budget meetings to be confirmed.

August Board Meeting to be postpone till September. Date to be confirmed.

Motion to approve postponement: Vice-Chair Sherry Ward, second: Director Carleigh Maloney, carried.

Approval to change QuickBooks Online to Desktop version was raised, discussed and approved.

Motion to approve change: Treasurer Julia Stubbs, Secretary Roham Davoodian, carried.

General Manager's Report

New Businesses

- Bolton Play Again Sports is locating to our downtown core. Grand Opening will be August 8th.
- Hear Well Be Well – opened in our West End – Grand Opening to be determined
- Guac Mexi-Grill – construction underway – opening soon
- Stacked Pancake House - construction underway – opening soon
- Modern Music Conservatory – bought out by Louise Martin

Alvin Young's Vacant Lot

- GM Spurr has contacted the property owner to request the use of the vacant lot for multiple purposes. The owner has given permission to the ABIA for the use of the lot and it will be up the ABIA to maintain the lot. Insurance coverage for the use of the lot is provided by the Town.

Alliston Out of The Cold

- The organization is working with The Well and The Krasman Centre to help and assist with keeping the individuals visiting the Out of The Cold location off the streets and properly looked after in terms of food and shelter. The organization is looking for additional funding for their mission.

Beautification

- It was noted that flowers in the downtown core are planted and looking good.
- There is a lack of benches in the downtown core. GM Spurr inquired from the Town if there are any spares benches that they might have available. She was informed that there weren't any. It is up to the ABIA to purchase more benches. GM Spurr will look into the cost.
- GM Spurr spoke with Goodbye Graffiti regarding reducing the cost of their service by reducing their weekly visit as the graffiti is down to minimal in our town. GM Spurr is also looking into requesting sponsorship for our 2018 Rurban Sights and Sounds from Goodbye Graffiti.

Marketing

GM Spurr addressed to the Board a possible marketing strategy for the tourism of Downtown Alliston. For a fee of \$300.00, we could place a digital ad on an interactive screen that are within 28 hotel locations within the GTA. This would allow opportunity to increase tourism in our downtown area by digitally displaying all that downtown has to offer.

Motion to approve the marketing cost: Vice-Chair Sherry Ward, second: Treasurer Julia Stubbs, carried.

Local Ads for Rurban Sights and Sounds

- GM Spurr raised the question to the board as which approach is best this year in order to get the word out of our next event – our 2018 Rurban Sights and Sounds. It was agreed by all attending the meeting that our local residents already are aware of our successful event and that the ABIA should reach out to our recently built neighbourhoods as well as our surrounding communities like Innisfil.

Website

- Our website is in the process of being re-vamped for a fresher and more inviting feel. Preliminary images and set are being worked on. GM Spurr is to send out the work in progress to the board members and get feedback.

Digital Sign

- The digital sign cost and its location is still in discussion. The Town has addressed their by-law's regarding where the sign can be placed but it leaves very little options left. GM Spurr will contact the Town of Shelburne for their input as they have acquired 3 digital signs.

Ec Dev Report

Ec Dev Officer Darcy Brooke-Bisshop reported that the Nottawasaga Futures is partnering with Succession Matching and some other organizations for anyone planning on buying or selling a business in the next 1 -2 years.

The Town's official plan was submitted June 25 and is expected to be approved in July with the focus on economic development, main street funding and increasing the CIP's.

GM Spurr requested from Darcy that if there any unused CIP grant funds left over from each year, that those funds be given to the BIA's to utilize within their downtown cores for beautification.

Tourism South Simcoe is hosting an Open House next Tuesday July 10th at 5:00 pm at the Museum on the Boyne for any businesses wanting to get involved with The Bee's & Honey Trail. All are welcome. GM Spurr will be attending and will report back with information.

PILLARS

Events:

- RIBFEST FEEDBACK – from the downtown businesses it was reported that the Rib Fest did not affect sales nor did it increase revenue for the any of the businesses.
- The Town needs to reassess their fees in order for Town to profit from this event
- In future the ABIA is requesting the Town involve the ABIA in the decision making and planning processes prior to the event. The ABIA would like to possibly work alongside with the Rib Fest organization in order for our membership to benefit from this outside event.
- The ABIA would like to request that the Town implement policies indicating how many outside events can take place within our town and that there should be a group decision between the Town and the ABIA as to whether these events should take place.

Food Truck Rally

- Food Truck Rally was very successful
- Bringing the event up to Victoria Street brought more attraction to the downtown core including bringing up the Farmer's Market to the street front as well.
- Some businesses that were not within the closed off area did not benefit from this event
- Those businesses that were in the closed off area reported that sales were up, more traffic thru their establishments, new customer awareness and lots of impulse shopping
- On the downside, the cost of running this event far more exceeds what little profit is made and therefore the ABIA is questioning as to whether to continue with this event in the future. A decision to continue is still under review.
- GM Spurr is to call a meeting with Parks and Rec's and the Ec Dev Dept to see if they would entertain the suggestion of funding the Annual Food Truck Rally.

Potato Festival

- Everything is running smoothly with the organization and logistics for this event.
- Vendor applications are still coming in on a daily basis so we anticipate another successful event this year.
- GM Spurr is waiting on the response from the Town with the official road closures for the event.

BEAUTIFICATION:

- GM Spurr sent a note to the Town's Parks and Recs to thank them for doing a beautiful job on the placement of our downtown flowers.
- Some of the poles require the proper flower hooks and GM Spurr is looking into the cost of those hooks.

Next Meeting: Our meeting in August has been cancelled. September's meeting is to be determined.

Motion to Adjourn: Treasurer Julia Stubbs

Adjournment: 9:19 am