



## Alliston BIA Board of Directors Meeting MARCH

Thursday March 7, 2019

Alliston BIA Office

Chair: Mike Jerry

### TASKS

<u>Task</u>	<u>Who</u>	<u>Date</u>
1. Look into cost for Dog Station for Farmers Market location and downtown core	GM Spurr	April 4/19
2. Blade Sign installation costs	GM Spurr	April 4/19
3. Meeting with Darcy and building owners re: revitalization of old buildings	GM Spurr	April 4/19
4. Waiting on response from Tim Schilling re: street patios for events	GM Spurr	April 4/19
5. Magazine cost and logistics for distribution in May 2019	GM Spurr	April 4/19
6. Electronic Sign location and pole removal	GM Spurr	April 4/19

## Minutes

**Attendance:** Chair Mike Jerry, Vice-Chair Sherry Ward, Director Carleigh Wilson, Director Colleen Ross, General Manager Linda Spurr, Office Administrator Norma Freitag, Mike MacEachern from Focus, and Diane Anderson-Lamont from GoodLife Fitness.

**Regrets:** Secretary Ro Davoodian (proxy Vice Chair Sherry Ward), Director Lachlan McGurk (proxy Vice Chair Sherry Ward), Treasurer Julia Stubb, Director Ryan Fox (proxy Vice Chair Sherry Ward), Councillor Michael Beattie, Economic Development Officer Darcy Brooke-Bisschop.

### Welcome

Chair Mike Jerry welcomed all for coming to this morning's meeting.

### Amendments and Approval of Agenda

Changes to Agenda made by Chair Mike Jerry under New Business. Re: Social Media Signage  
Motion to approve the change in the Agenda: Vice Chair Sherry Ward, second: Director Carleigh Wilson, carried.

### Declaration of Pecuniary Interest

None noted

### Amendments and Approval of Previous Minutes Feb 2019

No additions or changes to the previous minutes.

Motion to approve the Feb 2019 Minutes: Director Colleen Ross, second: Director Carleigh Wilson, carried.

### ABIA Good News

GM Spurr announced that the ABIA received the Town Levy for the 2019 interim.

Mike MacEachern shared that Focus had their year end, and the funds that the organization designates on a yearly basis to help local businesses hire employees, has all been depleted.

Focus is also hosting a social media course on March 20<sup>th</sup> for anyone who would like to attend.

### **Treasurer's Report**

Profit and Loss Statement for February 2019 was presented. No unusual invoices for payment approval were addressed.

### **GM Report:**

#### **New Members to the Downtown Catchment Area:**

- Chili Pistols 77 Indian Restaurant located in the old Bistro 77 building

GM Spurr shared that Staples is celebrating an **International Women's Day** in the store on Friday March 8, 2019 from 10:00am to 2:00 pm.

Nottawasaga Futures is hosting their **South Simcoe Business Excellence Awards** at Bond Head on May 6<sup>th</sup>. The ABIA nominates our membership for particular categories each year.

### **OPERATIONS**

- Town Levy has been received
- AGM preparation is completed and ready to go out in the mail
- A list of nominees for voting on board members – new and existing are included in the package
- ABIA audit is almost completed and will be ready to be presented at the AMG.
- GM Spurr is working with Town's Parks and Rec to find off season storage space for our Snowflake Lighting. This will save us \$2500.00 from original contract. In the meantime, GM Spurr has negotiated with current contractor to reduce our storage by \$1000.00 until the Town gets back to us.

GM Spurr noted there has been several complaints from the downtown members that individuals are not picking up after their dogs and leaving the mess behind. GM Spurr has contacted By-law regarding this issue. By-law will advise Canine Control look into proper signage as well as patrol downtown more frequently.

GM Spurr is looking into the cost of proper Dog Stations which will provide doggy bags and containers for disposal to be located at the Farmers Market area as well as along the downtown core.

Blade Signs are still a work in progress. GM Spurr has contacted and received quotes from 3 different companies and is now looking into the appearance and quality that is best suited for our downtown core. The cost of installation is not included in these quotes and therefore GM Spurr is also obtaining quotes on this issue as well.

## **COMMUNICATIONS**

The Rotary Club has invited the ABIA to attend their monthly meeting. They are promoting “Shop Alliston” and have asked the ABIA to speak on behalf of our membership.

GM Spurr and Ec Dev Officer Darcy Brooke-Bisschop are to arrange meetings with building owners within the downtown core who need help in building improvements and the CIP Grants that would benefit them.

GM Spurr has reached out to Tim Schilling from the Town Planning department with regards to street patios for our events downtown. She is waiting on a response.

GM Spurr is also attending the Tourism Cottage Show March 22 -24, 2019 to promote downtown Alliston at the Simcoe County booth.

## **BEAUTIFICATION**

The new signage “RURBAN.ca” is now up on the fence along empty lot in the downtown core.

## **PILLARS:**

### **Events**

This year instead of the Food Truck Rally, which the ABIA has run for 4 years successfully, a new “series” of events, based around Food and Music will embrace our downtown core.

The scheduled series events are:

June 1<sup>st</sup> – SHOPPING AND ALL THAT JAZZ

June 15&16 – BBQ and BLUES (Father’s Day Weekend)

July 13<sup>th</sup> – A LITTLE COUNTRY MARKET

July 24<sup>th</sup> – ROCK AROUND THE BLOCK

Sept 26<sup>th</sup> – A CLASSIC NIGHT OUT DOWNTOWN

GM Spurr to reach out to all press release media (music stations) to market the different events and the music genera related to the event.

These new events will hopefully draw attention and generate a great deal of traffic and revenue for our membership. GM Spurr is to contact our current WIFI supplier to obtain reports on tracking the amount of people that come through the town during these events.

GM Spurr has met with the Town and the Ontario Musicians Cooperative to discuss their youth program. This is an opportunity to hire new local musicians for our events.

## **MARKETING**

A magazine is in the works that will be distributed through realtors to be left with new home owners. This magazine will comprise of all our local businesses, historical places etc., about our town in order for them to get familiar with what our town has to offer. Local businesses will be able to advertise within the magazine as well. GM Spurr is still working on all the logistics and cost. The approximated date for release should be in May of this year.

## **New Business**

It was brought to the attention of the board that a local business was looking to advertise on the entrance signs for Alliston. The suggestion was made that if something were to be added to the sign it should be in reference to Alliston. It was agreed by consensus that if anything additional were to be on the sign that it should reflect Sir Fredrick Banting, or the RURBAN.ca trademark, or the Free WIFI first solar achievements, or partnering with all Alliston businesses to come up with a town wide promotional piece or solution. Innovative approach that we, as a whole, should investigate and consider at a higher level, then one business's achievements worthy of promoting.

**Next Meeting:** Scheduled for Thursday April 4, 2019 at 7:30 am

**Motion to Adjourn:** Director Carleigh Wilson

**Adjournment:** 8:25 am