



Alliston BIA Board of Directors Meeting MAY

Thursday May 3, 2018

Alliston BIA Office

Chair: Mike Jerry

Minutes

Attendance: Chair Mike Jerry, Vice-Chair Sherry Ward, Director Heidi Mackenzie, Deputy Mayor Donna Jebb, General Manager Linda Spurr, Office Administrator Norma Freitag, Member Carleigh Maloney, Member Karen Caughey, Councillor Marc Biss.

Regrets: Treasurer Julia Stubbs, (proxy Vice Chair Sherry Ward), Secretary Ro Davoodian, Director Lachlan McGurk (proxy Director Heidi MacKenzie), Director Colleen Ross, Director Ryan Fox, Councillor Michael Beattie.

Welcome

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

Amendments and Approval of Agenda

No additions or changes to agenda.

Motion to approve the Agenda: Director Heidi MacKenzie, second: Director Lachlan McGurk: carried.

Declaration of Pecuniary Interest

None noted

Amendments and Approval of Previous Minutes April 2018

No additions or changes to the previous minutes.

Motion to approve the April 2018 Minutes: Vice-Chair Sherry Ward, Director Heidi MacKenzie: carried.

ABIA Good News

GM Spurr shared that our downtown is booming with new businesses. There will be 3 new businesses opening soon in our catchment area.

Director Heidi MacKenzie shared that Papermoon is now doing several restoration/refurbishing projects on historical artifacts at Base Borden.

Chair Jerry shared that the OBIAA Conference that he attended along side Secretary Ro Davoodian, Director Lachlin McGurk and GM Spurr was a tremendous success as the Alliston BIA was awarded with the Marketing and Communications - Large Award for our Downtown Wi-Fi Project.

Office Administrator Norma Freitag was pleased to share that she received excellent feedback from our membership on the last newsletter that was sent out end of April. Comments were made on the great information that was included as well as the look of the newsletter. Many congratulations to the ABIA for their achievement on the award was also received.

Deputy Mayor Donna Jebb shared that the Accessibility Committee is working on a survey to be sent out to business owners, to receive feedback on their accessibility issues and or requests.

Treasurer's Report

Current invoices were presented. Motion to pay current invoices: Vice-Chair Sherry Ward, second: Director Heidi MacKenzie.

General Manager's Report

GM Spurr reported that 3 new businesses are to open in our downtown catchment area:

1. Frozen Bites Thai Ice Cream
2. Safari Land – kids playland
3. Champ Burger

Also opening in the near future:

1. Guac Mexi-Grill
2. Stacked Pancake & Breakfast House

GM Spurr connected with Town Staff member Tim Schilling regarding helping the new businesses with the CIP grants and any other information available in order to help them get started.

GM Spurr connected with the Alliston Herald / Simcoe.com to prepare articles on the downtown, projects, issues and new businesses coming to town.

OBIAA Conference

The OBIAA Conference was once again very informative this year and GM Spurr brought back great information and ideas.

The OBIAA Conference gave a gateway to:

- Networking with other BIA's across Ontario to share ideas for events and activities
- To discuss issues such as parking, facades, accessibility and signage
- Great ideas on elevating communication with business owners especially during a revitalization project
- An introduction to "Downtown Tours" – this creates great interest in the history of the Town and its historical buildings.

The Guest Speaker at the conference was the notable Roger Brooks. He gave powerful information on attraction and retention to 'your' downtown - Town Square / More Activities and less events.

Doors Open / Culture Day – September 29 from 10am to 4 pm

This will include a tour of our downtown core starting at the Museum on the Boyne. GM Spurr is working with Gel Creative to create a map with great information on several of the historical buildings within our downtown.

Council's Report:

Deputy Mayor Donna Jebb mentioned that the OMAFRA Funds are still in negotiations. The ABIA will meet with CAO, Blaine Parkin and General Manager of Infrastructure and Development, Khurram Tunio, to discuss where funds should be delegated to.

Councillor Marc Biss shared with the Board that he will not continue to run in this year's election for Councillor Ward 1, but rather he will head up the Election Debates process with the intentions of partnering up with the BIA's (Alliston, Tottenham and Beeton). He is reaching out to School Trustees and The Chamber as well for their help in drawing businesses as well as the public to the Debate session(s). During the debates, the business owners, and public can address questions to the running candidates. These questions however will have to be pre-submitted in advance and Councillor Biss will filter out questions that do not pertain to the best interest of the community members and the businesses within.

Councillor Biss also added that the Boyne River Cleanup will commence this year on Saturday May 26, 2018. This is a community event and encourages all to come out and support the cleanup.

PILLARS

Communications:

- GM Spurr continues to work with Communications Director McGurk and Marketing Director Sherry Ward on several marketing strategies for our Free Wi-Fi Project

EVENTS

Food Truck Rally:

- Food Truck Rally is underway and on track with all the logistics
- We have 9 confirmed trucks with a couple to still confirm
- Sent out letters to members to encourage them to come out of their store front for our sidewalk sale festivities.

Probus Club / Senior's Day:

- Set for May 19 along side the opening of our Farmer's Market. The ABIA sent our letters to our members to encourage them to participate in the day by doing something special within their businesses for our Seniors. GM Spurr added that any kind of specials or discounts that are taking place within the stores, will be advertised on our social media page.

BEAUTIFICATION

Billboard sign is still under review for revitalization. The ABIA is working on a new and improved look. A suggestion made by Director MacKenzie was to add a "Free Wi-Fi in downtown Alliston" logo to our board.

Boyne River Cleanup Project:

Director MacKenzie and GM Spurr will commence a walk along the river bed and document all the existing and ongoing issues that need to be addressed before there can be any form of commercial construction started. Director MacKenzie will also contact Sylvia Pedrassi from Nottawasaga Futures to gain more information about the eco issues with certain trees and plants etc that can be or cannot be touched during the revitalization process.

New Business:

Member Karen Caughey of The Modern Market shared that she will be opening a coffee shop inside the new medical building located on Victoria Street. This is her second business to open within our downtown core. The ABIA wishes her much success in her new business venture.

Member Caughey also made a suggestion to the Board to look into Blade Signs for all businesses within our downtown. She has seen other Towns with this feature and it creates a more appealing and harmonized look. GM Spurr will investigate further into the cost of the signage, as well as the engineering cost factor regarding liability issues.

Possibly using some of the OMAFRA Funds to lead this project was suggested at the meeting.

Next Meeting: Our next meeting is scheduled for Thursday June 7, 2018

Motion to Adjourn: Vice-Chair Sherry Ward

Adjournment: 8:40 am