



Alliston BIA Board of Directors Meeting NOVEMBER

Thursday November 1, 2018

Alliston BIA Office

Chair: Mike Jerry

Minutes

Attendance: Chair Mike Jerry, Vice-Chair Sherry Ward, Secretary Ro Davoodian, Director Lachlan McGurk, Director Ryan Fox, Director Carleigh Maloney, General Manager Linda Spurr, Office Administrator Norma Freitag, Economic Development Officer Darcy Brooke-Bisschop, Mike MacEachern from Focus.

Regrets: Treasurer Julia Stubb (proxy Director Lachlan McGurk), Director Colleen Ross (proxy Vice Chair Sherry Ward), Councillor Michael Beattie, Councillor Donna Jebb

Welcome

Chair Mike Jerry welcomed all attendees this morning.

Amendments and Approval of Agenda

No additions or changes to agenda

Motion to approve the Agenda: Director Lachlan McGurk, second: Director Carleigh Maloney, carried.

Declaration of Pecuniary Interest

None noted

Amendments and Approval of Previous Minutes Oct 2018

No additions or changes to the previous minutes.

Motion to approve the October 2018 Minutes: Vice Chair Sherry Ward, second: Secretary Ro Davoodian, carried.

ABIA Good News

Secretary Davoodian shared that Monster Mash and the Farmers Market were a great success this year and the feedback was all positive.

Director Maloney shared that business is thriving and the store is getting ready for the Christmas season.

Chair Jerry thanked all the teamwork that went into the success of the Monster Mash and the decorum and professionalism from the Board and Staff throughout the year.

Treasurer's Report

Profit and Loss was presented to all those in attendance. There were no questions or concerns with the P & L.

A Utility Bill from the Town was presented with the amount owing of \$844.20. The ABIA office usually receives a bill form anywhere between \$8 to \$16.00 every two months. Administrator Freitag contacted the appropriate department at the Town to discuss the charge.

The Boiler in the ABIA office was not working in the beginning of this year and the maintenance department came in with a subcontractor in the spring and disconnected the aging boiler with the intent to replace it with a new boiler. This resulted in a serious flood in the basement of the ABIA office a few weeks ago. The charge should not be on the onus of the ABIA office, rather it should be absorbed by the Town. A) the boiler was not replaced on a timely manner and therefore the repercussions and B) the building is owned by the Town.

Motion to not pay this bill: Vice Chair Sherry Ward, second: Secretary Ro Davoodian, carried.

General Manager's Report

New Businesses

- Connexel Communications had their Grand Opening in October at 27 Victoria St W.
- GM Spurr spoke to the owners regarding CIP Grants and referred them the Ec Dev Darcy Brooke-Bisschop.
- Guac Mexi Grill is looking to have their Grand Opening Nov 9th. This date has not been confirmed.
- Stacked Pancake & Breakfast House is looking to open their doors Nov 7th. This date has not been confirmed.

GM Spurr and Chair Jerry are meeting with the Planning Department on Nov 6th to discuss the CIP Program

GM Spurr is still awaiting a reply from John Henry from the Town to see how he calculates the individual levies.

General Marketing:

GM Spurr contacted a Welcome Wagon representative in the anticipation to promote our downtown with flyers and resourceful information. There is a monthly fee for this service of \$25 per month. All board members agreed this would be a good source of marketing for Alliston Downtown.

Motion to approve monthly cost: Vice Chair Sherry Ward, second: Director Lachlan McGurk, carried.

GM Spurr has printed 1000 postcards listing our Downtown businesses that will be handed out at several hockey tournaments happening in the next coming weekends.

GM Spurr will contact the local restaurants to make them aware of hockey tournaments and the extra traffic this will be bringing to town.

Communications:

GM Spurr spoke with Adrian from Royal City IT. Adrian sent GM Spurr a portal for the well anticipated heat maps. Adrian is coming in on Monday Nov 5 to go through the heat map information.

Beautification:

GM Spurr reported that Summerville Tree Farm will be donating 30 Christmas Trees to our Christmas display in our downtown core.

Ec Dev Report

Darcy Brooke-Bisschop reported that with the new elected candidates in place the Town is well into the budget cycle. This will be a learning curve for all new members so they are hoping to have the budgets completed in late January to early February of 2019.

Darcy also reported that on the industrial side of things – several properties are actively looking to sell and this has been a very busy time for the Ec Dev Dept.

The property location on King St and Victoria St has finally been approved for a Gas Station and Car Wash.

Any businesses that are interested in getting more information regarding the Business Transition Matching Program should contact the Nottawasaga Futures

Digital Mainstream Grants are now available as of Oct 15th. There are 2 grants that are being offered.

- Grants for BIA's - to develop and implement local squads of digital vendors and experts to directly help small businesses.
- Grants for businesses - to help them adopt new digital technologies.

Anyone looking for more information on these issues please refer back to the ABIA Newsletter that was sent out this past month to our membership as well.

Brooke-Bishop shared that he will be attending the Simcoe Entrepreneur Ecosystem meetings being organized by the Henry Bernick Entrepreneurship Centre that operates out of Georgian College. These seminars are to gather information as to where someone can get help to grow their business in Simcoe County.

PILLARS

Events:

Farmers Market - End of Season Wrap Up

- Last day of the Farmers Market in conjunction with Monster Mash was very successful
- Lots of people attended
- Applications are being accepted for next year's market

Monster Mash – Saturday October 27, 2018

- Monster Mash was well attended with a minimum of 770+children and their families. There was a lot of positive feedback from local members as well as our store owners.
- As part of our wrap up and review of our event the ABIA office will send out questions through social media to get feed back from our community members and downtown store owners on how we can improve or elevate this event.
- There was an incident occurrence that took place at the pony rides. An Incident Report was filled out at the ABIA office and will be shared with the Town.
- Chair Jerry received an email from The Herald regarding an unfounded concern by a member of the public. This was dealt with expediently.
- GM Spurr has contacted the owner of Exotic Tiger Paws, the company who ran the pony rides, to inform him of the incident. The owner will handle the situation from here.

Rurban Christmas Crawl

- Thursday November 8th is our first event. Flyers are being sent out via Canada Post to Alliston and surrounding areas.
- The ABIA is printing up passports to be stamped by participating stores with the intent of monitoring the amount of people that are coming to this event.
- Thursday Dec 6th is our second event. We will have the Sugar Tones travelling up and down Victoria St singing Christmas Carols.

Tree Lighting Event

- The event will be taking place in conjunction with the Rotary Parade on Saturday Nov 24th. The ABIA is trying to coordinate the Tree Light Event with some of our downtown store owners. An email will be sent out asking members if they would like a tree out front their store, and if so, they will be responsible for making electrical arrangement for the lights to the tree as well as decorating the tree.
- Some of the downtown snowflakes are being repaired and all should be up on the street poles by next week

New Business

Lunch or Evening Time Slots for Quarterly Board Meetings

- Director Maloney brought up the suggestion of having a quarterly meeting possibly in the early afternoon or evening for all members who are unable to attend the early morning monthly board meetings. This gives some members, who really would like to participate in the meetings, an opportunity to listen in and learn what the ABIA does for its members and the issues that are addressed at these meetings. Another suggestion was brought up to have Guest Speakers attend these meetings addressing all kinds of issues with regards to business improvement ideas, all in the betterment of the membership.

Christmas Dinner for ABIA Board Members

- Dinner is set for Tuesday December 4th

Municipal Debate

- There was an article in the local paper that had circulated reporting the misinformed and miscommunicated information regarding the Municipal Debate that was to be hosted by the

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Alliston Chamber of Commerce with the aid of the ABIA. The Chamber backed away from this event and reported that they did not give the ABIA the approval to move forward with the preparation of the debate nor did they agree to host such said debate and as a result the ABIA was misrepresented.

This led to an apology email from the Chamber President being sent to Chair Mike Jerry apologizing for the Improper information shared with the public that was reported in the article. The email was read by Chair Jerry to those in attendance and accepted as communication. The letter continued to further express the need to have the ABIA and the Chamber work together as a whole for the betterment of the community. The ABIA board will continue to recognize and support the Chamber in light of this situation. Moving forward, the Chamber requires all inquiries or communication be in writing and brought up in their monthly Board Meetings for approval by their entire board.

Next Meeting: Scheduled for Thursday December 6, 2018 at 7:30 am

Motion to Adjourn: Vice Chair Sherry Ward, second: Director Lachlan McGurk, carried.

Adjournment: 8:40 am