



Alliston BIA Board of Directors Meeting OCTOBER

Thursday October 4, 2018

Alliston BIA Office

Chair: Mike Jerry

Minutes

Attendance: Chair Mike Jerry, Vice-Chair Sherry Ward, Director Carleigh Maloney, Deputy Mayor Donna Jebb, General Manager Linda Spurr, Office Administrator Norma Freitag

Guests: CAO of The Town of New Tecumseth Blaine Parkin, Mike MacEachern from FOCUS, Assistant Manager GoodLife Fitness Diane Anderson-Lamont, The Modern Market Owner Karen Caughey

Regrets: Director Lachlan McGurk (proxy Vice Chair Sherry Ward), Secretary Roham Davoodian, Treasurer Julia Stubbs, Director Ryan Fox (proxy Director Carleigh Maloney), Director Colleen Ross (proxy Vice Chair Sherry Ward), Councillor Michael Beattie, Economic Development Officer Darcy Brooke-Bisschop,

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 Carleigh Maloney, second: Vice Chair Sherry Ward, carried.

Declaration of Pecuniary Interest

None noted

Amendments and Approval of Previous Minutes Sept 2018

No additions or changes to the previous minutes.

Motion to approve the September 2018 Minutes: Vice Chair Sherry Ward, second: Deputy Mayor Donna Jebb, carried.

ABIA Good News

Mike MacEachern shared with the Board that the 'Right Renew Program' which was created a few years back with leadership from the ABIA, FOCUS, Nottawasaga Futures and the South Simcoe Arts Committee, is now being utilized by several other towns. The program was designed to aid in filling up empty units in their downtown core with promising new businesses and therefore creating a more enticing downtown for locals and visitors alike.

GM Spurr expressed great enthusiasm with reporting that the Farmers Market is excelling since market was moved to its new location.

Deputy Mayor Donna Jebb reported that Honda Canada is celebrating 25 years in business, and that they will be donating \$50,000.00 towards the Revitalization Program of the Boyne River area.

CAO Blaine Parkin added that the funds would help in opening up, as well as, the cleanup of the Boyne River and transforming the area to a more inviting space.

Director Carleigh Maloney got married this past weekend and reported that business was good and the new location of the Farmers Market has helped bring new traffic into her store.

The Modern Market store owner Karen Caughey shared that she opened her second location inside the new medical building on Victoria St W., and that business is doing well.

Chair Mike Jerry shared that there are two businesses in town that are being presented with achievement awards for their many years in business. Herbert's Western Wear is celebrating 60 years in business and Brisco's Furniture is celebrating 35 years.

Treasurer's Report

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

No invoices were presented, as there were no invoices aside from the regular monthly approved invoices, to be paid.

General Manager's Report

GM Spurr reported that the Event Team met and worked diligently to hash out a figure for our 2019 Budget. A figure was agreed on and the final budget amounts are still being worked on.

New Businesses & Member Events

- Guac Mexi Grill had their soft opening on September 26th - Grand Opening to be determined
- Coffee Culture had their Re-Grand Opening on September 29th – the establishment is under new ownership
- Sally's Nails is expanding and a new home-based business (Nature Beauty Spa) is now within Sally's.

Communications

- GM Spurr is set to meet with the Planning Department Supervisors on November 6th regarding the CIP.
- GM Spurr had a meeting with John Henry, Town Treasurer, to discuss how the ABIA levy is calculated. She reported the meeting went well.
- GM Spurr and Vice Chair Ward attended a meeting with Out of The Cold members and Contact to discuss homelessness in Alliston. This is a growing concern we face as a business community. David Busby Centre was also present at the meeting and shared their Outreach program that they have in place in Barrie and to look at implementing the same kind of program in Alliston.
- GM Spurr working with Rayna Thompson and Kamran Kurshid from the Town to close off east entrance of the parking lot on Centre St for the Monster Mash Event on October 27th.
- Simcoe County Doors Open program took place on Saturday September 29th. This was a Simcoe County initiative to encourage tourism to our area by attracting History enthusiasts to venture into our towns and view and learn about Historic buildings. GM Spurr reported that we had about 30 people come through the ABIA office for this initiative.
- The ABIA in collaboration with the Town will work on more advertising to 'get the word out' for next year's event.

WIFI Update

- GM Spurr confirmed with Royal City IT that they will be in mid-Sept to install the heat maps on the computers of the ABIA office to aid in analytics and reports.
- Director McGurk has worked attentively in trying to get these issues resolved with Royal City IT. Hopefully in the near future these reports will be made available to our membership which has always been Director McGurk's goal.

Seasonal Decorations

- Fall décor consisting of bales of hay, cornstalks, pumpkins and fall mums were delivered and set up downtown yesterday October 3rd.
- Each bundle costed \$19.99 of which 15 bundles were purchased for the beautification of the downtown core.

Council Report

Deputy Mayor Jebb is looking into the storage of the downtown Snowflakes with a location in Beeton. She will report back to GM Spurr soon with a response.

Ec Dev Report

In the absence of Economic Development Officer Darcy Brooke-Bisschop, CAO Parkin reported that Darcy was wrapping up the Bees and Honey Agri-Tourism project. This program is based on a Farm Fresh/Farm to Table program who's focus is on farms selling directly to consumers and those that have products available in their stores or restaurants.

Darcy has been visiting several businesses with in town and getting to know their strengths and weaknesses and working on building a rapport to help aid them with any growing concerns they may have.

CAO Parkin was requested that Darcy meet with Mike MacEachern from Focus to assist him with employment opportunities for local residents.

PILLARS

Events:

Monster Mash – Saturday October 27, 2018

- Candy Crawl with take place from 1pm – 3pm. Businesses on Victoria St are encouraged to come out of their store fronts and hand out candy to the kids.

Rurban Christmas Crawl

- Two dates set this year – 1st Thursday November 8th and 2nd Thursday December 6th
- First week of November the Snowflakes are scheduled to be up in the downtown core

Beautification:

- Fall décor is in place. The flowers in the flower boxes that were planted at the beginning of the summer season are still looking great and tie in nicely with our fall décor. The ABIA is requesting the Town to do the same flowers for next year.

New Business

Need for Bylaw Officers:

- Members are asked to be vigilant on reporting to the ABIA office of any vandalism
- There are some business signages that have been an 'eye sore' focal point in the downtown core. Bylaw Department needs to be more proactive at enforcing bylaws to these establishments and having them comply, setting a short time frame for them to deal with the issues or fines will be given.
- It was reported by CAO Parkin that "we have doubled the Town's effort in Bylaw Enforcement by hiring another full-time officer and one contract officer, which were approved in the 2018 budget." He continued to report that "should the direction be to move to a more proactive service, revenue would need to be reviewed as the cost of a more proactive service would be greater."

Office Cellphone Cancelled:

- The lack of use of the office cellphone has led to cancellation.

Next Meeting: Scheduled for Thursday November 1, 2018 at 7:30 am

Motion to Adjourn: Deputy Mayor Donna Jebb, second: Vice Chair Sherry Ward, carried.

Adjournment: 8:30 am