



Alliston BIA Board of Directors Meeting SEPTEMBER

Thursday September 6, 2018

Alliston BIA Office

Chair: Mike Jerry

Minutes

Attendance: Chair Mike Jerry, Vice-Chair Sherry Ward, Secretary Roham Davoodian, Director Lachlan McGurk, Director Carleigh Maloney, Director Ryan Fox, Director Colleen Ross, Deputy Mayor Donna Jebb, General Manager Linda Spurr, Office Administrator Norma Freitag

Guests: Former Mayor Mike MacEachern, Farmer's Market Supervisor Liam Munnock

Regrets: Economic Development Officer Darcy Brooke-Bisschop, Treasurer Julia Stubbs (proxy Ro Davoodian), Councillor Michael Beattie.

Welcome

Chair Mike Jerry welcomed all those who attended the meeting this morning. Chair Jerry invited everyone to join in on the CIP Meeting shortly after this morning's board meeting for discussion of funds received by the Town to be utilized in the revitalization of our downtown.

Chair Jerry welcomed Mike MacEachern for attending this morning as Mr. MacEachern has expressed an interest joining the board.

GM Spurr introduced Liam Munnock to the Board as our new Farmer's Market Supervisor.

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 July 2018

No additions or changes to the previous minutes.

Motion to approve the July 2018 Minutes: Secretary Ro Davoodian, second: Director Ryan Fox, carried.

ABIA Good News

GM Spurr shared that The Herald Newspaper created a very nice spread on the festivities of this year's Potato Festival with several pictures focusing on our street festival. This comes as a welcoming support from our town's newspaper.

Farmer's Market Supervisor Liam Munnock shared with the board that this past Saturday we had approximately 560 people come through our Farmer's Market this past weekend. Feedback from those individuals were all positive to the new location, the expanded vendors and live entertainment.

Chair Jerry noted that the ABIA's first Budget meeting was very productive. Next Budget Meeting will be held on Thursday September 13, 2018.

Treasurer's Report

Current invoices were presented. All have been prior approved and within our budget for the year. Motion to approve postponement: Vice-Chair Sherry Ward, second: Director Carleigh Maloney, carried.

General Manager's Report

New Businesses

- Boulton Replay Sports Grand Opening was August 8, 2018
- Home Décor and More Grand Opening was August 17, 2018
- Guac Mexi Grill to open soon
- Stacked Pancake House to open soon
- Alliston Yarns moved to the National Bank location in our downtown core
- The Coop moving to The Tunnel location in our downtown core

New Businesses & Member Events

- Meeting with Planning Dept regarding CIP after this morning's board meeting
- GM Spurr met with Peter "The Brick Painters" as they are working on house along Nelson St. GM Spurr asked him to stroll downtown, check out some buildings he thinks he could improve on and send her an estimate and she will meet up again to talk more.
- GM Spurr is dealing with Rayna Thompson at Town to close off the East entrance of parking lot on Centre for Monster Mash Event Oct 27th
- GM Spurr has been meeting with Krista and Katie at Museum to discuss and learn of the "Bees and Honey Trail" and see how it can apply to our downtown businesses to draw tourism. So far there has only been an initial meeting early July which she attended and not much information was given as they are only in planning stages.
- GM Spurr has also been talking to Krista and Katie as well as Donna at the Simcoe County to discuss the Doors Open program. This is a Simcoe County initiative to encourage tourism to our area by attracting History enthusiasts to venture into our towns to view Historic buildings and learn about the town. The ABIA will join with a Historic Walking Tour Downtown, starting at the ABIA Monument Building, where we will welcome visitors and hand out maps that lead through our downtown where visitors can discover our quaint shops and restaurants as they learn of Alliston's history. OUR INVESTMENT is opening up for the Saturday from 10 – 4 pm (we are here for the Farmers Market already), staffing / volunteers for the day and the cost of processing the maps approximately \$700. But working on quotes ready for print next week.

Communications

- GM Spurr spoke to Adrian from Royal City IT regarding Wi-Fi. The downtown core has been having "hit and miss" with this. They moved the device on our ABIA building to point West instead of East with hopes that the strength will increase at the market.
- Confirmed with Adrian that they will be in mid-Sept to install the heat maps system on the computer in office to track and report.

Seasonal decorations

- Artisan Streetscapes changed ownership so GM Spurr has contacted new owners and asked for a quote for 2018/2019 for the install and removal and storage of snowflakes. She has managed to get them to reduce the cost for storage down by \$891.84 to \$2400 for the year and is working on finding a place for the items to be stored at Town facility for free if we have our installers pick up and return. This would reduce the price of contract from \$8239.78 to approximately \$4500.00.

GM Spurr is also working on:

- quotes for benches
- quotes for brackets for hanging flowers
- quotes for blade signs purchased in bulk

West End Poles / Electronic Sign

- GM Spurr has contacted Previn Court Homes to see about their property adjacent to the FRESHCO and Town of Shelburne regarding location of electronic signs. She is still waiting on them to respond, but reach out again, as well as will ask for Darcy's help when he gets back from his holiday. Meanwhile extracting the West End Banner Poles from their current location would cost anywhere from \$11,000 to \$14,000 and we could possibly have this done before November.

Graffiti

- We have had three cases of tagging along Victoria Street this year all occurring in the Spring of this year, March /May / June. The removal is quick within 36 hours guaranteed but usually they are here within 24 hours. GM Spurr has renegotiated the contract with Goodbye Graffiti to half the cost for this service from \$12,492.00 per year to \$6658.00 per year.

Ec Dev Report

Wayfinding Signage

- Working to verify existing County and Ministry of Transportation signage to avoid unnecessary duplication - jurisdiction of roadways (i.e. Town/County/Province) will likely pose challenges to locations and or installation processes and approvals for some of the additional Town branded signs
- Identification of businesses utilizing Province TOD program and the sign's locations would also be beneficial
- Some businesses have expressed a desire for better identification of Public Parking lots with both directional signs as well as the green P signs at the lots with branded signage
- List of proposed locations will be disclosed and circulated once project is completed

PILLARS

Events:

Potato Festival Wrap up

- Overall the event was successful but there is always room for improvement
- Looking at different ideas for next year's event to reduce costs to run the event
- It was brought to the ABIA's attention that advertisement for events taking place in Barrie were included in the swag bags that were handed out by the organizers of the Classic Car show at our

Rurban Sights and Sounds Street Festival. This occurrence should not have happened and GM Spurr will contact the organizers to inform them for future shows that this is not acceptable by the ABIA.

Farmer's Market

- Our new location has proven to be a great improvement to our Farmer's Market
- Positive feedback all around
- Definite increase of traffic flow

Communications:

- Communications Director McGurk has instructed the ABIA office to suspend paying Royal City IT who provides the downtown core with the free Wi-Fi service, until they fulfill the proper maintenance service laid out in the contract. They have been unreachable for the last two months.
- Royal City IT owner Adrian has recently started correcting the Wi-Fi issues but still has several problems to correct.

Attraction and Retention:

- ABIA to speak with owners of the Wild Wing Restaurant in town and address the lack of maintenance on their signage. The sign is improperly lit, and should be restored back to a full lighting sign.

New Business

Parking Costs from The Town:

- When purchasing a building property in the town the Town charges a fee for parking spaces in front of the building or behind. The Town states that the purpose of charging these fees is to use the funds to provide new and or additional parking in future areas. The question that was raised at this morning's meeting is "where have these funds gone?" "where has the money been spent?" and "where is the additional parking that these funds were used to purchase?".
- The ABIA needs to get in touch with store owners to find out what parking spaces are available to those visiting our downtown core. If store owners come out and inform people that they cannot park in "their" parking spots, this issue will become very detrimental to the business traffic.
- It was suggested that The Town use those funds to buy up all the leased parking spaces in town and provide ample parking spaces for downtown traffic
- The ABIA will look into working on a Parking Strategy Plan

ABIA React to Legalization of Marijuana

- Legalization comes into effect in October of this year and our direction is to research and survey our BIA membership to understand how this will affect our downtown core as well as to take a stance on proper action for the better interest of our businesses.

By-Law on Lawn Signage

- Recently our Farmer's Market lawn signs were removed from Town property. It was explained to our office staff that the ABIA was in violation of the Town's by-law for placing these signs on Town property. The ABIA was disappointed to hear of this as the ABIA is an extension of Town Council and therefore should have the right to place these signs on Town property. GM Spurr contacted the Town's GM Khurram Tunio, regarding the clarification of this matter and it was indicated to her that the ABIA can proceed with the placing of our signs. Deputy Mayor Donna Jebb commented that she would look further into this matter and report back to GM Spurr.

Next Meeting: Scheduled for Thursday October 4, 2018 at 7:30 am

Motion to Adjourn: Deputy Mayor Donna Jebb, second: Director Colleen Ross, carried.

Adjournment: 8:41 am