

**Alliston BIA Board of Directors Meeting MINUTES**  
**Thursday February 4<sup>th</sup> 2021 – 8:00 a.m.**  
**Teleconference**  
**Chair Mike Jerry**

**Attendance:** Chair Mike Jerry, Secretary/Treasurer Ro Davoodian, Treasurer Julia Stubbs, Director Mike MacEachern, Director David Grossi, Director Colleen Ross, Director Kim Lyon, Director Lachlan McGurk, Councillor Michael Beattie, General Manager Linda Spurr.

**Regrets:** Director Kevin Osbourne (proxy to Secretary Treasurer Ro Davoodian).

Chair Jerry welcomed all and thanked Directors for attending the call.

ABIA Good News was shared by Directors.

Amendments and Approval of Agenda

No noted amendments

Motion for approval: Director McGurk, second: Secretary/Treasurer Davoodian, carried.

Declaration of Pecuniary Interest

Kim Lyon declared pecuniary interest in the Board's decision for hiring a part-time controller and will remove herself from the call at the time of discussion.

Amendments and Approval of Previous Minutes (JANUARY 2021)

No noted amendments.

Motion for approval: Director Ross, second: Secretary/Treasurer Davoodian, carried.

Treasurer Report

- Invoices to present – No new invoices to present.
- GM Spurr reports that while there is no one but her in office currently, she is saving the ABIA the cleaner's charges and doing the office cleaning herself. (savings of \$140/mth).
- Present financial statement – P & L sent to Directors for review.
- 2021 Budget allocation – GM Spurr shared that the ABIA received the \$5000. Grant from Town of New Tecumseth in late January. This grant money was awarded to each of the BIAs in New Tecumseth to help with the costs of events logistics and marketing. The condition is that neither BIA is allowed to request further funding from the Town of New Tecumseth for their events.
- 2021 Levy - The Town Finance Department contacted the Alliston BIA recently to advise that they would like to allot our levy monies in three installments throughout 2021 at March / June / and September.

The Board agrees that we would prefer the levy be distributed to the ABIA in one payment at the beginning of the year as many years we have to pay deposits up front for events and projects. Councillor Beattie offers to speak to the Finance Department and CAO to find out more information on this.

- Motion for hiring Controller – Discussion regarding the hiring of Controller. GM Spurr requested we have a controller who reviews bookkeeper entries and reports on monthly basis as Treasurer Stubbs does not have as much time for this process anymore. An RFP had been sent out and GM Spurr reported back to the Board on information received from the submissions. Criteria from the Board included: Certification & Experience, Knowledge of ABIA operations, willingness to

work closely with our bookkeeper to help with weekly entries and cost. After discussion, Treasurer Stubbs motioned for the hire of a part time controller to review bookkeeping entries and reports once per month for the ABIA. Secretary/Treasurer Davoodian second. Board voted with a 5 to 4 vote in favour of KAL Solutions for the hire.

GM Spurr to prepare for orientation for KAL Solutions to start.

- Alliston BIA Annual General Meeting - GM Spurr requests that we hold our AGM virtually this year to avoid any cancellation of the event. Typically we hold the AGM in late April and after discussion with the Board, Secretary/Treasurer Davoodian motions to hold the AGM via Zoom on Tuesday April 27<sup>th</sup> at 6:30 pm, Second Director McGurk, carried. GM Spurr to prepare for the meeting.

Chair Jerry shares that he and Councillor Beattie had sent a letter to the Premier regarding the unfair advantage that big box stores have over small business. Requiring support of small businesses.

#### Council Report

Councillor Beattie confirmed that the 2021 town budget has been approved by Council.

Chair Jerry asks Councillor Beattie why businesses do not have a tax reduction as they are doing in other municipalities. Councillor Beattie asks Chair Jerry to share with him the other Municipalities he is speaking of and Chair Jerry says he will send Councillor Beattie a list via email.

Councillor Beattie shares that the Economic Development Heritage Sign Project will continue in the downtown areas and be installed this spring. Also, the report from Economic Development Officer to Council regarding the Pop up Patio Project was well received and should be ratified on March 1<sup>st</sup>. Councillor Beattie thanks GM Spurr, noting that he shared with Council how much behind the scene work goes into such projects and appreciates the effort GM Spurr has contributed to help the Economic Development Department put the report together.

Treasurer Stubbs asks if businesses will be able to use their own installer or if the installer used last year in the ABIA Pilot Project must be used for the Boardwalks. Director Grossi suggests that there should be some architectural control over the aesthetics of each patio, clearly showing a unified look to the downtown area. Councillor Beattie suggests that it may be possible to have a preferred vendor/installer through the approval process and will work on this with the Town Economic Development Officer. GM Spurr is instructed to work with Councillor Beattie, and Town Economic Development Officer to ensure the control of the look of the new patios.

Chair Jerry shares that each year the ABIA submits asks for opportunities to the Council along with their budget submission and review. After discussion with the Board of Directors, Chair Jerry suggests that this year, we need someone in the Town office to champion the request to divert heavy truck traffic away from the downtown core and on Industrial Parkway. This heavy traffic interferes with traffic flow downtown and needs to be re-directed along the by-pass, especially with the new pop up patios approved as during summer the heavy truck traffic is a deterrent for patio dwellers. Councillor Beattie agrees and will look into this. He suggests that the town staff may be able to have a study done of the traffic counts and GM Spurr advises that she had this done quite some time ago when the ABIA initially approached the town staff regarding the issue and will send copy of list to Councillor Beattie.

#### General Manager Report

- New Businesses – GM Spurr shared that a new businesses opened up downtown. The pet store (Pet's Friend), in still in process of opening their doors. She has reached out to them but no response as yet.  
Wild Wing is now under new management, gone through some renovations and added larger tvs etc. GM Spurr reached out to the new managers and discussed the programs, grants and help

offered from the ABIA, Town and Government, as well as asked them to send any info to share on social.

Rebel Crumb Cake shop & Modern Market officially opens on February 8<sup>th</sup>, they have been overwhelmed with orders since they took over the restaurant while trying to renovate and set up. They started in our Farmers Market for the summer and did so well, they decided to open store-front.

Concession Road has moved now to their own space on Victoria Street at 70 Victoria Street beside tracks.

#### ABIA Projects

- Update on Electronic Sign – All required drawings have been sent to town Economic Development officer for distribution to all appropriate town staff. Waiting on responses of any concerns, questions etc. Once we received the go from Economic Development, a contract between the Town and the ABIA will be reviewed. Once the terms of contract have been approved by both parties, the project should continue for install in March/April 2021.
- Blade Signs – Information is being prepared for further installs to obtain permits from town. Installer waiting on materials for production which should be sometime in March.
- Update on Street Patios – GM Spurr has notified installer that several of the restaurants downtown are now interested in having patios and possibly need pop outs. Town Economic Development report went to Council with positive review, and will be ratified March 1<sup>st</sup> then GM Spurr has requested from Economic Development office that applications be sent to the ABIA office next day so that we can send out to our members. Patios can be set up as early as Mid-May this year and we want all to be ready to go up fast so that our members can get the most revenue from them.
- Update on Downtown WIFI – The WIFI project started strong, however we have run over some difficulties over the past year with the solar power not strong enough and some damage to the units. GM Spurr has reached out to the supplier and negotiated that the ABIA will not be charged the monthly fee for operation until the system is in good working order and all units are fixed. (Installer estimates early spring – April / May). GM Spurr advises that there may be a better solution to obtaining power rather than the solar. Chair Jerry suggests a cost benefit analysis and Director McGurk offers to take this on and He will reach out to installer and report back to the Board. GM Spurr will send unit locations to Director McGurk for reference.
- Business licenses in New Tecumseth (Home Based Business) – GM Spurr was instructed by the Board to reach out to OBIAA and see their support on this topic as it's believed that the issue should be dealt with at a Municipal and or Provincial level. GM Spurr suggested that on the last OBIAA call, a poll was taken regarding which Municipalities have business licensing and 69% came back as having business licensing. The ABIA Board of Directors agrees that there should be a level playing field for the downtown businesses and home based businesses and feel a standard license including information such as insurance, for all businesses would help with this. GM Spurr is instructed by the Board to find out what other Municipalities have required business licenses and report back at next meeting.

#### ABIA Pillars

- Events – GM Spurr is working with Secretary/Treasurer Ro Davoodian on the Farmers Market set up for this year. The start date will be in June and we will continue the same, safe set up as 2020.
- Rurban Sights and Sounds – Director MacEachern shares that through discussions at the Alliston Chamber it looks like Potato Festival will possibly be cancelled this year again, however he cannot confirm it as yet. The Board agrees that if this event is cancelled we should try the street shut down as we did last year if permitted by the Health Board. Only our local ABIA vendors will

be permitted to attend as well as our Farmers Market to encourage Shop Local. If next year allows for the Potato Festival then we can go back to accepting outside vendors as we have traditionally done in past.

- Communication – GM Spurr has set up monthly meetings with Economic Development officer to ensure we are up to date with town projects and build a strong working relationship to help our members. GM Spurr asked Economic Development officer Darcy Brooke-Bischof to produce a “one sheet” page to allow for ease to find information and links rather than sorting through the large amount of information. We have sent this out to our members. GM Spurr discussed with Darcy what the town marketing plans are and asked for an overview for each quarter. He said the town is putting a more substantial amount into marketing for 2021, but did not reveal any numbers. It was discussed how the town and ABIA can help support each other’s marketing efforts.

GM Spurr has been attending OBIAA calls to discuss issues that all BIAs are having and advocate for our members. Some items discussed were marketing plans, DMS projects and Downtown Dollars. She shared that she is looking into Downtown Dollar cards as opposed to paper dollars and will have a more detailed report to present by next meeting.

- Beautification – Currently we have one set of Green banners for street and one Blue for winter. GM Spurr asked the Board for and suggestions on creative for new / additional banners and will discuss next meeting.
- Marketing – GM Spurr called for a meeting to discuss marketing direction for 2021. She will send an email to Directors to confirm a date. Topics for discussion: Marketing Partners, Direction from Board on marketing plans for each quarter for 2021.

#### New Business / Upcoming Events

- Chair Jerry shares that he is working with a company that does marketing for restaurants and has an app that advises patrons of deals during slow times. He has passed the idea by two restaurant owners in our catchment area and they feel this marketing idea would be very fruitful. Chair Jerry informs the Board that he will have a more formal presentation soon.
- GM Spurr advises that the Out of the Cold organization is holding a local “Coldest Night of the Year” event on February 20<sup>th</sup>, 2021. This fundraiser includes participants walking during the evening to raise dollars for the homeless. If anyone would like to participate they can contact Out of the Cold directly.
- The TBD Chamber of Commerce (President Robyn Caruana) is holding an online Contest event supporting local business. They have reached beyond the Tottenham Beeton area support of all New Tecumseth business. They are looking for donations from local businesses who can donate and will promote through the contest.

Chair Jerry asks the Board if there is any new business they wish to share and discuss. None noted.

Motion to adjourn: Secretary/Treasurer Davoodian, second Director McGurk, carried.

Meeting adjourned 9:32 am.