

Alliston BIA Board of Directors Meeting
MEETING MINUTES
Thursday January 7 – 8:00 a.m.
Teleconference
Conference Phone Number: 1-867-292-3030
Conference ID: 474 8315
Chair Mike Jerry

Attendance: Chair Mike Jerry, Treasurer Julia Stubbs, Director Mike MacEachern, Director David Grossi, Director Kim Lyon, Director Lachlan McGurk, GM Linda Spurr
Regrets: Secretary-Treasurer Ro Davoodian, Director Colleen Ross, Councillor Michael Beattie, Director Kevin Osborne

Chair Mike Jerry welcomed Directors to the call and thanked all for their continued efforts.
ABIA Good News was shared by Directors

Amendments and Approval of Agenda

None noted

Motion to approve Agenda: Director Stubbs, second Director Grossi, carried.

Declaration of Pecuniary Interest

Kim Lyon re: Financial control request

The ABIA is hiring a contract part time controller on monthly basis to review bookkeeper's work. Kim Lyon is a candidate for the position and therefore will not participate in this discussion.

Amendments and Approval of Previous Minutes (December 2020)

Motion to approve December 2020 minutes: Director MacEachern, second, Director McGurk, carried.

Treasurer Report

- **Invoices to present** – GM Spurr presented the invoice for yearly 2021 contract with Madhunt publishing for marketing on website. This is just for information as it's been approved in our marketing budget.
- **Present financial statements-** Each year the Town's choice of accounting firm audits the ABIA bookkeeping. GM Spurr sent out the audited financial statements to the Board of Directors for review.
- **GM Spurr wants to hire a certified CA** to help with control on a monthly basis. We have a part time bookkeeper and the controller would review all entries to ensure a second check for accuracy. Director McGurk suggested that we utilize one evaluation system for quotes to assess criteria for each project. Director MacEachern shared that Focus has a chart that GM Spurr can use and will send to her. GM Spurr will then send out an RFP to accounting services in our area and will review the results with Executives.

Council Report

- Councillor Beattie was not able to be in attendance and sends regrets. No council report was submitted.

General Manager Report

GM Spurr shared that we have new businesses opening in our downtown:

The British Shop

A new pet store (They have not officially opened - unaware of the name at this time)

And the Rebel Crumb Cake Shop should be taking on the Modern Market early February.

ABIA Projects

- **Electronic Sign:** GM Spurr working with Town Economic Development on this and waiting on Curbex to deliver the engineered stamped drawings. GM Spurr contacting the installer several times to get these drawings. Once we send to town staff for approval, EC DEV department will send ABIA office contract and the installer can send the permit paperwork to town for all approval. Estimated install March 2021. Chair Jerry notes he is glad to see this project is moving forward.
- **Pop Up Patios:** GM Spurr working with Town Economic Development Officer to ensure that the patios go in earlier this year. Economic Development is working on presentation to Council and 2021 applications.
- **Municipal Parking lot(s) conditions:** ABIA Member contacted the office and GM Spurr shared that they are concerned with the condition of the Municipal parking lots. After discussion the Board agrees that this needs to be a priority for public parking in our downtown. The Board directs GM Spurr to contact the town regarding this issue.

ABIA Pillars

Events

- Q4 2020 **Christmas Crawl** was discussed. All Directors agreed the “Rurban Mobile Music” in downtown Alliston was very successful. We had great feedback from both businesses and community. We were able to reach our entire catchment area with the holiday music and carried it throughout the Holiday Shopping Season (December).
- GM Spurr will work on streaming music downtown throughout the Summer as well and suggested we use the mobile system to create excitement for our Farmers Market.
- Chair Jerry suggested that he thinks the ABIA should **hold the Christmas Crawl event on the Black Friday** each November. Director McGurk agreed this would be a good change for the event. GM Spurr will look into the dates and we will get Board approval at next meeting.
- GM Spurr reported on the **Downtown Dollars** pilot project during Christmas Crawl. The ABIA created these paper coupons for \$5 increments to be used on \$20 purchase (after tax).
The intent was to draw community to spend their dollars in our downtown rather than online without having to ask our members to offer further deals for this initiative.
Data collected suggested we gave out about 150 \$5 coupons. We collected many names for our future email marketing and about ½ of the coupons were redeemed. The Board agrees that we should keep trying this initiative to build momentum. GM Spurr suggested this would be good to use at our Farmers Market and will continue look into these type of programs.

Beautification

- GM Spurr shared that our street pole banners are worn and outdated. This year would be a good year to renew the banners. We currently have blue welcome banners for the winter which are up with the snowflake lights, and Green Welcome banners for spring / summer for one side of the poles. We could use new banners for the spring/summer other side of the poles and fall banners as well. Typically in past we have used these for advertising for our events, GM Spurr suggested we might use this space as promotion of our campaigns for shop like you live here, but asked the Board to offer design suggestions for the next meeting. Once we know the direction, GM Spurr will get quotes for the production of banners and share the images with the Board prior to print.

Marketing

- Our 2020 Q4 aggressive marketing was successful with many of our businesses offering positive feedback. We continue to make use of our social media with daily posts promoting supporting /shopping local.
GM Spurr is working on a campaign called "Behind the Business" connecting business owners to community. Getting to know who runs our local businesses, friends, neighbours who support our community groups, teams and our local hospital. Currently requesting information from businesses to run the campaign Feb and March. The Board agrees by consensus this is a good campaign.
- GM Spurr requests a marketing meeting with Directors and suggests first week of February. GM Spurr to send out an email to Directors with suggested dates and times.

New Business

- In our December meeting, Secretary-Treasurer Davoodian shared that there are many Home-Based businesses who compete with our local store-front businesses and have an advantage over those operating downtown. As the Town does not require business licenses, many operate without proper insurance and health unit inspections. The Board had directed GM Spurr to look into this with OBIAA members. After a teleconference with OBIAA, GM Spurr reported back that during the teleconference, they took a poll of those BIAs and 67% answered that their Municipality do require business licences from all operating business in their area. The ABIA Board agreed that we are not a policing force and that it should be considered at a Municipal or Provincial level. The ABIA will continue to look into this to ensure a level playing field for all business.
- Chair Jerry stated with the electronic sign project progressing, it's time to look into another large project and asked the Board to consider this and share ideas next meeting if possible.

Motion to adjourn: Director Lachlan McGurk, second Director Stubbs, carried

Meeting adjourned 9:22 am