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the best of both worlds*

**Alliston Business Improvement Association  
Board of Directors Meeting, August  
Thursday August 11, 2016  
6:30 pm  
ABIA Boardroom  
Chair: Mike Jerry**

## **Minutes**

### **Welcome**

### **Amendments and Approval of Agenda**

Motion to approve: Director McGurk, second: Vice Chair Ward, carried

### **Declaration of Pecuniary Interest**

None noted

### **Amendments and Approval of Previous Minutes (July 2016)**

Motion to approve: Secretary/Treasurer Davoodian, Second Director McGurk, Carried

### **ABIA Good News shared by Directors**

### **GM Report**

- Banting High School proposed move to Banting Homestead property. We have reached out to local business, to see what their feelings are regarding a positive or negative impact. Early responses indicate that majority of business members feel this will be a tremendous negative impact on the businesses downtown. Some concerns are the amount of loss of revenue during the week, re-scheduling part time staff hours, as well as the social aspect for the students to interact with business owners.

Send out another survey to members to find out more concrete data regarding the impact of this proposed move. Once we have more data from businesses, prepare a press release to indicate that we know the move will have dramatic impact for the downtown businesses.

September - invite the school trustee for a meeting regarding this issue to learn more so we can prepare to ask for a presentation to council.

### **Marketing**

- HWY / Road signs - paperwork has been completed and cheque to be mailed for the signage.
- RURBAN BRANDING – Alliston Herald wants to use our branding. We have indicated that

our branding must only be used when referring to downtown Alliston. The ABIA would like to foster a mutually beneficial working relationship with the Alliston Herald and Angela will contact GM Spurr to discuss further.

(Guest speaker **Angela Makaroff** | Advertising Supervisor | Alliston Herald)

### **Treasurer Report**

- Invoices to present
- Preparing information for Budget meeting

### **Council Report from Town Liaison**

#### **PILLARS:**

##### **Communication**

Director McGurk in progress speaking regarding the cost for the project of wifi downtown. Mid next week to have an answer regarding the cost.

##### **Events**

- POTATO FEST 2016  
With the additions this year and new vendors added as well as sponsorship the 2016 Victoria Street Market was a great success. Many merchants happy with sales for the day.

##### **Beautification**

- Planter boxes & ABIA plants
- Hanging Baskets  
2017 plans discussed with the Parks and Recreation Department. The BIA's will be included in the process once the Town decides how they wish to proceed with purchasing and installation.

##### **Attraction & Retention**

- Picture Yourself Here Window Decals – We are working on creating one size posters to be placed in windows. Images have been chosen and will be produced over next few weeks to be placed into windows. Meanwhile GM Spurr is contacting building owners/real estate companies to ensure it is feasible to put these in their windows.

**Alvin Young has requested the ABIA set up a meeting with Town to review his project.**

### **Adjournment**