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**Alliston Business Improvement Association
Board of Directors Meeting, FEBRUARY
Thursday February 4, 2016
7:30 am
ABIA Boardroom
Chair: Mike Jerry**

Attendance: Chair Mike Jerry, Vice- Chair Sherry Ward, Secretary /Treasurer Ro Davoodian; Director Lachlan McGurk, Director Heidi MacKenzie, Town Liaison Deputy Mayor Jamie Smith.

Regrets: Director Rose Taylor (passed her proxy to Director Mackenzie).

TASK	ASSIGNED TO	DUE DATE
ABIA Credit Card	Treasurer Davoodian	Immediate
AGM Announcement	Secretary/Treasurer Davoodian + GM Spurr	Announcement out On March 3, 2016
ABIA Letter to Council regarding allotment of grant monies	Chair Mike Jerry + GM Spurr	End Feb with application for Grant
Newsletters Twice per month Send last Monday good news to explain what's happening	GM Spurr	Mid Feb Then twice monthly on Mail Chimp
Pictures of Vacant buildings up on social media	GM Spurr + Director Taylor	To get set up by next meeting
Inquire about signage on Hwy 89 to change from Alliston to Downtown	GM Spurr	By next meeting

Welcome

Chair Mike Jerry welcomed everyone back after the holidays as we did not meet in January.

Informed the board that guests for this meeting were to arrive at 8:30 am.

Informed the board of Director Taylor's regrets and her proxy.

Amendments and Approval of Agenda

Motion to Approve Director Heidi MacKenzie : Second Secretary/Treasurer Ro Davoodian : carried

Declaration of Pecuniary Interest

None noted

Amendments and Approval of Previous Minutes (December 2015) (January 2016)

Cancellation)

**Motion to approve December minutes: Deputy Mayor Jamie Smith ;
Second Director Lachlan McGurk : Carried**

ABIA Good News shared by Directors

Treasurer Report

- Invoices presented
 - Morrison Billboard – renew and add new marketing.
 - FEO subscription to upgrade from festival to organization

Approved

Treasurer Davoodian looking into credit card for bank - \$1500 limit for use for deposit for events, general office needs. Motion to approve Deputy Mayor Jamie Smith ; Second Director Heidi Mackenzie ; Carried

- Annual General Meeting – to set date after audit for late April / early May
AGM Date April – 28th 2016 6:30 pm ABIA Boardroom

Council Report

Town had meeting regarding Economic Development and invited an expert speaker in to help.

Town Grants - ABIA board expressed that we just want total fairness for our members and if the other organizations are getting Grant money to elevate their events and areas then we should receive the same for our members. Jamie Smith suggested the ABIA write letter to town regarding the assignment of grant money once the applications come out end of February 201

GM Report

- Snap Fitness Closed - building for lease
- New Business on Paris Street – Active Ortheopathic

- Accessibility Advisory committee meeting update
- Mayor's Breakfast – Looking to ABIA for a suggestion for key note speaker
- Over street Banner Poles – waiting on quotes for removal
Suggestion from Fran Sainsbury that we use the Power Stream trucks and workers to put up the banners and take them down and the Town would charge back the ABIA. Looking into this to see if feasible and cost effective.
- **Approach outside sources such as Gibson Centre as possible**
``ABIA` Partners in bringing in tourism.

PILLARS:

Communication

- **Connections Booklet passed around table for any last comments / adjustments.**
- **NEWSLETTERS – Two Newsletters per month:**
"The Insider" produced once per month on mail chimp just after our board meetings.
 To contain some specific meat including article on helping business, article on one or two members and some highlights from our board meeting.
 Also to include dates for upcoming events and seminars / webinars from the ABIA.
"ABIA Good News" Mid Month Tuesday after the 15th of each month.
 To contain a motivational quote and some member event notices/highlights. A "what's going on downtown" notice.
- **MEMBER MARKETING MIXERS – BI ANNUAL**
 Social Media, Customer Service, Websites, Store front & Window Displays, Holiday Marketing, etc.
 Two mixers per year to include a brief seminar on marketing –and a 30 min mixer/discussion afterward.

WIFI- Lachlan is in process with another supplier. Asked Jamie to set up the meeting with Marc Sirr, to see what the Town spends on WIFI.
 Jamie to set up meeting with IT dept and Finance and Engineering sometime End February.

Events

- Vendor Packages for Food Truck Rally to go out end February and to be confirmed 1st May.
- Vendor Packages for Potato Fest to go out end February and to be confirmed 1st of June.

- We are currently looking into entertainment for both and will be having Event marketing meeting in March.

Marketing

We are finalizing 2016 marketing budget in March.

To include: Posters, Radio, Television, Mail outs and tourism distribution.

Current ideas for review:

- **Poster Campaign** - Shop Local, Monthly Member ads to coincide with National holidays, Let's meet downtown posters strategically placed throughout the core as a reminder of what we have right at home. Also to send these posters out on social media.
- **Measurable** would be on Social media to see number of views and or we could add a contest element to measure public response to posters. Use smart phones and QR images on poster to lead to our website for the contest. Repetition and unity is most identifiable.

Attraction & Retention

- GM Spurr to take pictures of vacant buildings in our catchment and get information on the units then post on our Social Media.

Beautification

- Look into a Change for the sign at Hwy 89 that says Alliston 4 km – change to Downtown 4 km – GM Spurr to reach out to Devin Alliston Signs for discussion.
- Banners including over the street banners, and a program for Veterans that we have been approached with were discussed briefly but our guests arrived early. Discussion to continue.

Other/New Business

GUEST: 8:30 am

Probus Seniors Club: Carolyn Maxwell and Paul Faccioli

Introductions were made around the table.

Paul who is the president of Probus club has approx 125 members.

Carolyn is the president of womans Probus club with approx 170 members.

South Simcoe Probus has approx 70 members.

Probus wants to support local shopping but they also want to have an incentive for seniors to join their club. Suggested a Probus club card with a discount for members. One concern is that Alliston BIA retail businesses already have some

shopping discount incentives in place and that it would not be fair to other seniors who are not Probus members.

- Suggested that ABIA put together a simple questionnaire to the Probus members to measure what it is that brings them downtown for shopping and what stores / businesses they frequent.

This will help us better understand what we can offer on behalf of our ABIA business members.

The Probus representatives agreed and said they would put out the survey to their members once we put it together.

Chair Mike Jerry thanked the Probus representatives for coming and assured them that the ABIA board supports their club and would like to find a way to work with them if possible.

Meeting Adjourned