

**DOWNTOWN ACTON BIA
BOARD OF MANAGEMENT MEETING
Monday, April 26th, 2021**

Online Meeting

AGENDA

I. Call to Order

Matthew Galliford, Vice-Chair, called meeting to order at 6:35pm on April 26th, 2021.

II. Attendance

Present: Michael Albano. Alex Hilson. Matthew Galliford. Norman Paulsen. Monica Parker-Galway. Victor Alksnis. Kim Duncanson.

Regrets : Patricia Daleman. Joba Debi.

III. Declaration of Pecuniary Interests – none.

IV. Approval of Agenda

Motion to approve agenda.

Motion: Michael Albano – Town of Halton Hills

Second: Norman Paulsen – Acton Motors

All in favour.

Motion carried.

V. Adoption of March 15th, 2021, Minutes

Motion: Adoption of March 15th, 2021 Meeting Minutes

Motion: Matthew Galliford – House of Workwear

Second: Monica Parker-Galway – Profile Hair Salon

All in favour.

Motion carried.

VI. Coordinator's Report – Alex Hilson

Attached after formal minutes.

VII. Monthly Task Calendar

Attached after formal minutes.

VIII. Events

- **Leathertown:** No updates. Other than an expression of interest with the town, it is hard to say how the event will look this year. Likely as it did last year—online.

- **Farmers' Market:** All vendors have been approached with a couple paying already. The application and website information has been updated. We are working through the events process and starting to market.
- **Culture Days Event:** Mike and Alex have discussed holding the event in conjunction with the Farmers' Market, likely on September 30th with a rain date the following week. Artists will be able to paint live as well as sell their goods. It will cost them the same as any vendor. No updates this month.
- **Canada Day:** Matt brings up idea of having monthly promotion, perhaps in conjunction with a bagpiper like last year and with decorating the parkette.

IX. Beautification

- **Flowers:** Planning on cleaning beds out in late May. Flowers are ordered.
- Mike and Alex will get the watering tank to Norm's for him to finish setting it up.
- **Canadian Flags:** Flags are up and the community seems to be happy.
- **Christmas Decorations:** Decorations are down. We will talk with supplier after shutdown to access what needs to be done for them to be ready for next season.
- **Truck:** Mike will continue to investigate with the Town to confirm the price they would be willing to sell a truck for.
- **Sponsorship:** Kim and Alex will investigate possible sponsorship opportunities for benches and garbages.

X. AGM

- Promoting the AGM is taking place. Alex will send out another reminder email in early May, and before the AGM.
- Economic Development from the Town and Halton Hills Hydro will give brief updates.

XI. Façade Improvement Program

- Another reminder has gone out for April. We will put out reminder in May, June and before the deadline at the end of June.
- Mike and Monica will decide on the eligible candidates.

XII. Treasurer's Report

- Postponed for this month.

XIII. Other Business

- Nancy Wilkes from Acton Optical brings up concerns about social media posting and how it represents businesses.
- Zina Pallister shares some ideas with the board about presenting Downtown better.

XIV. In Camera Session

Regarding Personal Matters about an Identifiable Individual.

- Motion: to move In Camera.
Motion: Matthew Galliford – House of Workwear
Second: Norman Paulsen – Acton Motors
All in favour.
Motion Carried.
- Motion: to close In Camera Session.
Motion: Matthew Galliford – House of Workwear
Second: Norman Paulsen – Acton Motors
All in favour.
Motion Carried.

Meeting was adjourned at 8:25pm.

Motion: Michael Albano – Town of Halton Hills
Second: Matthew Galliford – House of Workwear
All in favour.
Motion Carried.

Next Meeting: Monday, May 10th, 2021, 6:30pm.

Coordinator's Report
April 26th, 2021

- This latest shutdown has been very tough for many of our businesses. That being said, businesses continue to open. 70 Below opens this week. I was invited in for a tour and it looks very professional. There is also a new hair salon that will be opening where Artsy Phartsy used to be. The Plant Society, I believe, has moved out of their current location and the Mexican Way will soon be moving in to renovate.
- Halton Hills Electrical took our Christmas decorations down. Halton Hills Hydro has billed us for \$966.90 for consumption this season from late November to April.
- We also had our Canadian Flags put up this past week. The post we did on social media did better than any other post we have done to date on our social media channels. One hundred reactions on Instagram and over 270 on the Acton Tell and Sell. Hanging the flags across the street has worked so far. We will need to see how it is over the season.
- We have briefly paused our Business of the Day initiative to get feedback from businesses before posting. Some of the businesses that we posted about wanted to be part of the process, giving feedback on the write-ups and pictures. This is taking a bit of time, but we should be posting again, soon.
- The parkette grass is starting to grow as are the dandelions. I will be cutting it for the first time this season this week. The tulips are also growing.
- We finished organizing the intermodal container. We added a couple more brackets and a shelf. It is looking really good.
- The Town is restructuring the Public Events Committee and now both we and the Georgetown BIA will no longer be part of it. It is unfortunate, but we will still engage with the Town on the Public Events process.
- As a final update, the ABC Company Initiative which the BIA participates in is in full swing with a couple youth participating via the weekly Thursday lunch meetings. A couple of the youth will likely be vendors at the Farmers' Market. Pretty exciting.

April

Year: 2021

Month: 4

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
				ABC Mentor Meeting		
4	5	6	7	8	9	10
Easter Sunday		BIA Check-in With Town	Draw Contest Winners	Take Down Parkette Display		
11	12	13	14	15	16	17
	Send out AGM Materials this week.			ABC Mentor Meeting		
18	19	20	21	22	23	24
	Leslie's Last Week	BIA Check-in With Town		ABC Mentor Meeting	Put up Canadian Flags	
25	26	27	28	29	30	
	Monthly BIA Board Meeting			ABC Mentor Meeting		

TASK / PROJECT:	DEADLINE:
Keep in touch with FLOWER SHED for planters & baskets	A.S.A.P. / Timeline
Planning and Coordination of Farmers Market preparation, permits and Vendor applications	Current / Ongoing until event
Coordinate Flag Installation	By end of month
Coordinate light inspection for Christmas Decorations	May, after lockdown
Arrange Spring Parkette display	Early April
Beautification Progress: Garbage Cans ordered? Are all benches delivered? Coordinate with Town on installation of benches, installation of garbage cans etc. *Make TIMELINE of Deliveries / Installs	Benches to be installed as soon as possible for spring season.
Water Tank at Acton Public Works Yard. Work with Norm to make sure ready to use.	Needed to be completed before end of APRIL, ready for use.
Organize intermodal container for easy use.	A.S.A.P. / Ongoing

Organize the office to be tidy and visitor friendly for any meetings or drop-ins. To be kept as a professional looking office space.	
Have a weekly task outline for Co-op Student. To be manageable secondary BIA Tasks.	Ongoing
Create and implement a Monthly Events Calendar of promotions and events. Include weekly BIA Promotional incentives that reward BIA Bucks for participation. Advertise promos to social media.	Ongoing. Weekly promotions can be logo scavenger hunts, photo ops, etc.
Coordinate and set a timeline for the Heritage Days event. What needs to be done by when?	Ongoing until event in fall season
Send out Facade Improvement Program reminders to all BIA Members.	Ongoing
Add Monthly Task Calendar as an item of discussion to Monthly BIA Meeting Agenda	Monthly
Get BIA Minutes to Town ASAP	Monthly
CANADA DAY - Live or Virtual Event? Is a Social Media Event required to be organized?	Ongoing to June / Canada Day
BIA Business Profiles	Coordinating with business owners for approval