

**Board Members Present:** Derek Smith (Vice Board Chair), Beverley King (Secretary), Cindy Robinson (Treasurer), Randy Kerman (Past Chair), Jane Fogal (Council Appointee), Suzanne Clarke, Ted Flanagan, Sandy Mackenzie.

**Regrets:** Jamie Watt (Board Chair)

**Absent:** Ron Quinlan

**Staff Attending:** Yaw Ennin (BIA Manager), Nikki Jackson (Membership & Events Coordinator)

**Guests:** Lindsay Cudmore (Sierra Planning & Management), Erin Kaiser (Senior Economic Development Officer, Town of Halton Hills)

1. **Call to order – 9:06 A.M.     *By Derek Smith (Vice Board Chair)***

2. **Acceptance of Agenda:**

**Motion: To Approve the Agenda**

***Motion Moved By: Suzanne Clarke***

***Second: Ted Flanagan***

***Motion passed***

3. **Declaration(s) of Conflict of Interest**

None

4. **Approval of Previous Meeting Minutes**

**Motion: To Approve the Meeting Minutes of March 9, 2021**

***Motion Moved By: Ted Flanagan***

***Second: Cindy Robinson***

***Motion passed***

5. **Correspondence**

a) **OBIAA notice of professional development webinars**

**Action: Put in e-newsletter to members that these OBIAA professional development webinars are available.**

6. **Guests: Town of Halton Hills Community Improvement Plan (CIP) presentation**

Introduction by Erin Kaiser, Economic Development, TOHH. The CIP is currently being reviewed and will be updated. Lindsay Cudmore presented the CIP as a tool of the Planning Act. Feedback centered around the following four question:.

1. What are the current mixes of businesses? How has this changed over time? What is missing?
2. What issues currently face Downtown and its property owners?
3. What do property owners need the most from municipal incentive programs?

Are there other needs (beyond municipal funding assistance)?

- **ACTION: The BIA to create marketing brochures, literature of the Downtown (great place to work and build a business). Scout for high level players.**
- **ACTION: Yaw to forward details of the Town's focus groups (CIP updating) to the board members so they may join and participate.**

## Downtown Georgetown BIA Manager's Report April 2021

### **A. Beautification**

#### **a. Public Art**

- The 'After Nature' public art banners currently on poles in the downtown will be taken down and replaced by the Canada-themed banners towards the end of June. The BIA Manager will be sending out a request for proposal for new banners that will be installed during the summer.
- LED lights remain wrapped around the median poles on Main Street as they continue to provide a strong visual appeal for the downtown. Administration is finalizing options for storage and has received quotes for space in the basement of the 66 Mill Street building, and for part of a storage trailer.

#### **b. Welcoming place from Front & Back Lots**

- The DGBIA recently launched the Floral Beautification Program. Formally dubbed the 'Hanging Baskets Program,' the program will now offer downtown businesses the option to either purchase hanging baskets or window boxes for their building facades. The cost per unit has been reduced to \$100, and will also cover watering and maintenance through the season. Since its launch, the program has been well received by the DGBIA membership with several orders being placed. The communicated deadline for orders is June 7.
- The BIA Manager also finalized the beautification contract with The Flowershed. The Acton-based floral company will be planting an array of flowers and perennials in the planter boxes and gardens throughout the downtown. The contract also includes a supply of hanging baskets throughout the downtown, as well as watering and maintenance through the season.

### **B. Economic Development**

#### **a. Advocate for Economic Wellbeing**

- Administration has been researching and applying for several available grants. If approved, these grants will provide financial assistance for the BIA's events and projects.

#### **b. Maintain good relationships with stakeholders (municipality, region & community groups)**

- The BIA Manager has remained in constant communication with the Town of Halton Hills, providing feedback on business sentiments through the recent

provincial lockdown. Discussions have also centered around the 'Al Fresco In The Hills' program and how to better entice businesses to participate.

### **C. Support Membership Success (support small Business Success)**

#### **a. Market & communicate the BIA's message to the members & community**

- The website will continue to be a source of up-to-date news and information for the Downtown businesses and their patrons. Updating the business directory with current and relevant information has been a top priority for administration over the past number of weeks. The update process has involved online research as well as calling businesses to verify information.
- The BIA Manager has had meetings with Metroland in an effort to finalize a long-term marketing agreement that will utilize print and digital mediums to advertise the downtown. With guidance from Board Chair Jamie Watt, administration has finalized an agreement that will include bi-weekly inserts in the IFP newspaper, social retargeting and Google adwords. One of the bi-weekly newspaper insert is targeted to feature business stories or flyers from individual businesses.

#### **b. Promote success of small business owners through innovative approaches to doing business**

- Administration is in the final stages of finalizing the revamped BIA Gift Certificate Program. Once finalized, the Gift Certificates will be issued out as a purchasable voucher only. The vouchers will be in one denomination and will be available for purchase at the BIA offices.

#### **c. Advocate on behalf of businesses on all levels of government**

- The BIA Manager has regularly participated in Ontario BIA Association (OBIAA) 'Best Practices Calls' where representatives from various levels of government have been present to discuss legislations and grants relating to small businesses. A recent call included a discussion brought forth by the BIA Manager about BIA and municipalities incorporating diversity and inclusivity statements and policies into their by-laws.

#### **d. Offer events that directly support and promote the overall economic health of the BIA members**

- The DGBIA received approval from the Town of Halton Hills for its revised plans for the Georgetown Farmers Market. Since announcement of the approval, there has been very strong interest from new and returning market vendors. The BIA Manager has been reviewing vendor applications and liaising with the Town of Halton Hills and Halton Region Public Health to ensure that all vendors have the

proper credential to sell at the market. The market is already at capacity and fielding applications for the vendor waiting list.

- The BIA Manager continues to explore possible additions to the farmers market, and other events that may fall within the provincial, region and municipal guidelines for public gatherings.

**e. Establish relationships with business owners to ensure open dialogue and ongoing support.**

- The BIA Manager has continued regular communication with business owners through emails and phone calls. Recent communications have been to several food establishments in an attempt to encourage participation in the 'Al Fresco In The Hills' program. The program would allow dining patios in on-street parking spaces with a reduces liability insurance requirement. Recent communications have also centered around the upcoming Georgetown Farmers Market and facilitating business participation during the market.

**7. Manager's Report – Yaw**

***Attached***

Highlights from the report include: The Town's Cultural Art Banners were re-installed.

- New banners for the Downtown will be discussed at the next Beautification Committee.
- Mr Penney is doing extra clean up in the Back Street parking lot, because there is less cleaning needed on the streets due to current stay-at-home order. Councilor Fogal will continue to clean up the steep hill in the Back Street parking lot.
- The BIAs and the Chamber of Commerce are navigating the instructions/regulations for restaurants since the burden of responsibility and compliance falls on restaurants. Everyone is waiting for clarification from Halton Region's Public Health and the Municipality.
- The Farmers Market was approved last Friday. Vendors can now submit applications.

**8. Financial Statements – Cindy Robinson**

**a) Acceptance of financial statements**

**Motion: To accept the March 2021 financial statements as presented**

***Motion Moved By: Ted Flanagan***

***Second: Randy Kerman***

***Motion passed***

**9. Business Arising**

**a) Update: Appointment of new BIA Board Member.**

Two nominations were presented: Maureen Turner (co-owner of Creature Comfort Co.) and Jasmine Gaudet (employee of Young's Pharmacy).

**Motion: To approve Maureen Turner as Downtown Georgetown BIA board member until the current term expires.**

***Motion Moved By: Randy Kerman***

***Second: Ted Flanagan***

***Motion passed***

**10. Council Update – Councilor Jane Fogal**

A Mill Street apartment building project is currently seeking permit to build to six storeys (approximately 50 units).

**11. Committee Updates**

**a) Beautification Committee - Yaw**

At the last meeting, members discussed the arches and a plaque program revamp. The next meeting is later this week.

**ACTION: Find out what Amico is planning to do in terms of beautification of the McGibbon, particularly on the Mill Street side.**

**ACTION: Yaw to remind the Town that the BIA must be at the table too for Heritage Downtown discussions and committees.**

**b) Marketing Committee – Suzanne**

The BIA gift certificates are being finalized. Yaw will bring to the committee a discount voucher option.

**ACTION: Yaw to email Suzanne the discount voucher option to review before presenting to the marketing committee and board members.**

Discussion around the possibility of creating BIA welcome baskets made up of products and vouchers from Downtown businesses to give to the new residents in the upcoming new builds. Suzanne will take this to the Marketing committee for input and feasibility review.

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**ACTION: Suzanne to consult Marketing Committee on feasibility of BIA welcome baskets including timeline for residents moving into buildings, costs, contents, and donation solicitation process.**

Jamie is still trying to reach a better deal with IFP for the BIA's marketing package with Metroland.

**ACTION: Staff will encourage Downtown businesses share the BIA promotions on their own networks.**

**c) Farmers Market - Yaw**

Final approval from the Town was given last week and now the BIA is now accepting vendor application forms through website where vendors can download and submit. Discussions with LocalLine are ongoing.

**ACTION: Yaw to follow up with Beverley for the library's donation of children-sized face masks.**

**12. New Business – Jamie**

**a) Restaurant options – Jamie**

Delayed until the next meeting, due to Jamie's absence.

**13. Meeting Adjournment:**

***No motion to adjourn, as Derek left the meeting at 10:30 A.M.***

***Meeting adjourned at 10:44 AM***

**Next Meeting – Tuesday, May 11, 2021 @ 9:00 AM**

<b><u>ACTIONABLE ITEMS</u></b>	<b><u>STATUS</u></b>
<p><b>BIA Gift Certificates:</b></p> <p>Investigate creating BIA gift certificates or coupons with expiry dates to offer to organizations like Light Up The Hills.</p> <p>The BIA gift certificates replacements are to be finalized and available by the end of the first quarter of 2021. The new certificates must be printed to minimize the risk of fraud. Priority to be given to the promotional gift certificates since they have expiry dates and are in higher demand for thank-you gifts and promotional purposed. Certificates that can be sold are also required but less of a priority.</p> <p>Staff will report to the Marketing Committee on the status and progress of the new BIA gift certificates. The Executive will also be consulted.</p> <p>Yaw, Jamie and Beverley will oversee the process of the BIA gift certificates.</p>	In progress - target May 2021
Manager to contact local service clubs (and organizations like Cadets, Guides, Scouts, etc.) to ask if they can help out at events (e.g. manning barricades during car show, etc.) in return for a donation/payment to their organization.	On hold due to COVID Will resume when large events resume
BIA manager to continue interviewing/hiring Canada Summer Jobs applicants. We need staffing for Farmers Market, the car show and maintenance of the Downtown. Hire at least one person, or hire two at reduced hours.	Completed
Request Silvercreek Commercial to purchase and install brackets for the hanging baskets onto the McGibbon. Come to some sort of agreement e.g. if you purchase three, we will assist and purchase another 3. Also request brackets for the front of the BIA office for hanging baskets.	Pending - target May 2021
Find grants to assist the BIA with Beautification projects including lighting in Downtown, Directional Signage, Retaining wall and sidewalk on Back Street.	In progress
The BIA Manager to find out the budget the Town will provide to assist the BIA's beautification projects.	In progress
Nikki to follow up on the Town's MAP reimbursement for 2020.	In progress
Yaw to collect all the unpaid invoices from Town's Public Works. E.g. snow clearing.	In progress
Strategic Planning Committee to create a formal plan from the current Strategic Plan's working document for Board approval at the February meeting that can then be shared with members and the Town.	In progress
Yaw to draft a document that outlines the procedures for how to elect for an Executive Board position including timeframe, variances for new term elections vs mid-term elections.	In progress
Staff will document all procedures for events and operations of the BIA office.	In progress
Ensure that the designs on the gift certificate card and the cash value cards are different, so it is visibly easier to differentiate between the two.	Completed



**Downtown Georgetown BIA  
Board Meeting Minutes – April 13, 2021 meeting  
To be approved on May 11, 2021 – 9:00 AM Start**

Consider using Square as another financial transaction option for the gift certificates.	In progress
Staff to reformat the Strategic Plan formal document for easier printing capabilities.	In progress
Board members to please submit their ideas and wish list for the Downtown (2021) via email to Yaw. E.g. lit arches into the Downtown area, event like “Taste of the Downtown”, virtual events model like a wine and cheese tasting (i.e. collect your cheese tray and wine and then join store online via Zoom and learn about how to pair wine with cheese etc.), interview the businesses in the Downtown on Facebook Live videos, etc. Look at examples from other towns and cities.	In progress
Yaw to look at the events calendars from other BIAs for additional ideas for the Downtown.	In progress
Post videos from the Downtown businesses onto the BIA’s YouTube channel, and then they will automatically appear on the BIA website. Make sure that the videos have closed captioning for AODA compliance.	Pending
BIA to investigate about pop-up parkettes and other ways to encourage people to come and stay in the Downtown. Find out how to use grants to cover costs such as closing streets on Friday and Saturday evenings for restaurants and other businesses, staffing the barricades, etc. The area around Knox Church may be a good spot for a pop-up parkette. Councillor Jane Fogal offered to assist. Ideas and research will be discussed in the next marketing committee meeting.	In progress
Jamie to bring restaurants’ feedback about Downtown Drive-Through Taste event to the next Marketing Committee meeting.	Pending
For documents that the BIA must keep (e.g. board minutes), approach Mark Row (Esqueusing Historical Society) to store our documents in a closed collection, or ask Valerie Petryniak if the Town be willing to keep and archive the BIA’s documents.	Pending
Put in e-newsletter to members that these OBIAA professional development webinars are available.	Completed.
The BIA to create marketing brochures, literature of the Downtown (great place to work and build a business). Scout for high level players.	Pending
Yaw to forward details of the Town’s focus groups (CIP updating) to the board members so they may join and participate.	Completed
Find out what Amico is planning to do in terms of beautification of the McGibbon, particularly on the Mill Street side.	Pending
Yaw to remind the Town that the BIA must be at the table too for Heritage Downtown discussions and committees.	In Progress
Yaw to email Suzanne the discount voucher option to review before presenting to the marketing committee and board members.	Completed
The BIA to start working on developing these welcome baskets: costs, what is in it, approaching Downtown businesses to participate, find out from Amico the timeframe when residents will move into the buildings.	In Progress
Have Downtown businesses share the BIA promotions on their own networks.	Pending
Yaw to follow up with Beverley for the library’s donation of children-sized face masks.	Pending