



BOARD OF MANAGEMENT MEETING
Monday September 10th, 2018
Meeting Minutes

Location: Acton BIA Office, 45 Mill Street East
Call to Order at 5:40pm

Attended: Linda Olson (Chair), Trish Somerville (Treasurer), Nancy Wilkes, Patricia Daleman, Tyler King (Manager & Secretary)

Guests: Kim Duncanson (2018 Leathertown Festival Manager), Scott Legge (Royal LePage Escarpment Realty)

Regrets: Monica Galway, Mike Albano

1. Chair's Welcome - Presented by Linda Olson

Linda Olson, Chair of Downtown Acton welcomed everyone on behalf of the DABIA Board of Management. Introduces Scott and Kim.

2. Declaration of Conflict of Interest - None.

i. **Declaration of Quorum** - Yes quorum.

ii. **Notice of Meeting Sent** - Yes

iii. **Agenda Review** - Removed Treasurer's Report due to insufficient content.

Motion to approve DABIA September 10th, 2018 Minutes

Moved: Trish Somerville

Seconded: Nancy Wilkes

Motion Carried

3. Adoption of July Minutes

- Patricia Daleman, Victor Alksnis and Trish Somerville requested time to read the minutes as they were only provided at the start of the meeting.

Motion to adopt DABIA July 16th, 2018 Minutes

Moved: Trish Somerville

Seconded: Nancy Wilkes

Motion Carried

4. Treasurer's Report - Presented by Trish Somerville and Tyler King

- Given the short notice on the change of this meeting the finances were provided sufficient time to reconcile. Manager has set a meeting with the accountant for following week. There are several cheques still processing for the Leathertown Festival.

5. Manager's Report - Presented by Tyler King

i. **Incoming/Outgoing Business** - There are several businesses set on officially opening this month: Helson's Law Office, Tic-Toc, Watch and Clock Repair, Ambition Performing Arts Centre and Oh Behave Canine Pawllege.

ii. **105th Annual Acton Fall Fair** - This year will be the first year in many years that the BIA will be working with the Acton Agricultural Society for the Acton Fall Fair. In an effort to establish a strong community relationship with the Fair Board the BIA will be installing corn stalks across the Downtown as well as Fall Fair-themed decorations at the Bower/Mill Street intersection and the Parkette at Main/Mill. The BIA Manager has helped set up their Homecrafts venue this past weekend and will be acting as a judge for the Miss Acton Pageant as well as the Baby Show. Trish Somerville sits on the Fair Board, Linda Olson will be sponsoring this year's Baby Show, and Mike Albano will be directing traffic at the entrance way.

iii. **100th Anniversary Remembrance Day** - This year marks the centennial year for World War One. As such the BIA Manager urges the Board to support his efforts in making this a special year for the local Legion. The Manager has suggested surprising the attendees and veterans with a 100 Poppy Salute of the Downtown - window poppies lined down the store windows of Mill Street East.

- Linda added the suggestion that the BIA also arrange a coffee/cider station near the cenotaph for free hot beverages this year and a thank-you to veterans.

iv. **Alec Tribute Ad** - On August 2 this year the BIA had awarded Alec with an honorary advertisement in the New Tanner. The BIA had framed a version of this and had personally presented it to Alec to thank him for his work supporting the Downtown. This ad was co-sponsored along with the following businesses: Salvation Army, Food for Life, Willow Lanes Natural Foods, Acton Agricultural Society, Linda Olson (Broker), Dolliver Surveying Inc., Acton Jiu-Jitsu, Halton Hills Furniture, Acton Optical, Global Pet Foods, Dollar Stretcher Daze, and Profile Hair Salon.

v. **Leathertown Festival** - This year marked the largest Leathertown Festival on record, both in terms of attendance and in vendor turnout. Financially speaking, the event was green, with plenty of room moving forward to make it more profitable to offset costs associated with other BIA-led programs. The conservative estimate of this year's attendance was 15,000 people. There were 120 vendors as well as 43 points of entertainment including our headlining act, Juno Award-Winning Splash N' Boots.

Revenue of this year's festival sponsors covered the cost of our walkie-talkies which can be used to enhance communication and public safety with events moving forward.

- Kim added that this year's festival exceeded all expectations and that there were no major hiccups. Kim noted the growth the festival has seen and the public interest in resuming the event in 2019. Both the BIA Manager and Kim both agree that the festival has potential to reach Festival and Events Ontario's (FEO) Top 100 events and that should be the bar to strive for moving towards 2019. FEO Membership will be required. Making the FEO Top 100 would catapult Acton as an event tourism leader in the Province and encourage much more attention and investment into the Downtown community.

- The BIA Manager added that next year's festival should be recalibrated to place more emphasis on celebrating our local leather heritage. The festival has fallen out of sync with its reputation and there is an opportunity to boost public recognition of our Downtown's cultural legacy. Also, the festival should place more emphasis on attendee engagement - demonstrations and exploratory/teachable activities to share said cultural heritage.

vi. **Facade Improvement Program** - There was not a lot of documentation passed along to the BIA Manager to roll this program out this year. This program had been shelved during the changeover of management but was fast-tracked this month to allow businesses to access grant funding in time for 2018. The BIA Manager was forced to restructure this program to add more accountability checkpoints and to add focus areas such as heritage preservation/restoration and accessibility incentives. The BIA Manager also structured the program to align with the newly-unveiled Strategic Plan for Downtown Acton that was developed through the Rural Economic Development (RED) Grant over the past couple of years which finalized in July, 2018.

vii. **Business Directory and Vacancy Report** - The BIA Manager has been working on capturing demographic and contact information on Downtown businesses in a first-ever fully-encompassing business directory of the Downtown. Through this all businesses will be archived and will be used to populate a Downtown Acton business email list that will be used to engage all of the Downtown businesses and notify them of events or changes to the Downtown that may directly or inadvertently affect their business. Through this directory, store vacancies can be better monitored for corrective action. Through this directory, statistical information will be available for the BIA to make more informed decisions on their Downtown.

viii. **Website Update** - The BIA Manager has not had time to get into the online aspects on the BIA (i.e., social media or website). The project will consume a lot of time. In the mean time, the BIA Manager had tasked John Muirhead (Summer Student) to automate social media posts from his last day (August 24th, 2018) to the end of the year. These posts included holiday dates as well as Business of the Week articles.

ix. **Notification for Major Schedule Changes and Hours** - The BIA Manager expressed

Board consideration for not moving dates such as monthly Board Meetings with little to no notice - that it wasn't fair for him or other members to attend, and it ran counter to their purpose of offering people the ability to engage with the BIA. That BIA meetings are generally poorly attended in the first place and that by changing dates last minute only encourage poor attendance.

- The BIA Manager also pointed out that he is deep into overtime hours, especially since losing the Summer Student. Projects such as event coordination, street-scaping, grant and program writing, Board Meeting arrangements and other vital networking items often run after hours or delay productive work during regular business hours. The BIA Manager has struggled to offset excess hours with lieu time off and does not see a solution to this issue any time soon as long as one person sits in the office.

Motion to approve Manager's Report

Moved: Patricia Daleman

Seconded: Nancy Wilkes

Motion: Carried

6. Motions to Bring Forward - Presented by Linda Olson.

- i. **Upcoming Events** - Trick or Treat event (October 27th), Santa Claus Parade (November 17th), and Winter Carnival (January 27th).

Motion to approve Motions Report

Moved: Trish Somerville

Seconded: Nancy Wilkes

Motion: Carried

7. New Business - presented by Linda Olson and Tyler King

- i. **Community Welcoming Events for New Business** - The Chair and the BIA Manager had recommended that the BIA initiate a new welcoming program for new businesses to the Downtown: involving an official BIA-issued certificate, social media pushes, welcome balloons and elected officials presenting at Grand Openings.

- ii. **Business Directory Flyer** - The BIA Manager suggested that once the Business Directory was completed in full that the Board consider endorsing a new tourism pamphlet of the Downtown to be issued around the businesses as well as tourism offices around Halton Hills.

** Some opposition from meeting attendees regarding the costs associated with this endeavour and that there are a lot of short-lived businesses that will quickly make a printed directory out-dated.*

- iii. **2018 Trick or Treat Event** - Nothing has been planned to date on this event. Documents were owed to the Town months ago but have been shelved due to time

constraints on part of the BIA Manager. The Town however, is understanding of this year's changes in the BIA and deadline exceptions will be allowed this year. The BIA Manager will begin working out this year's event plan shortly.

iv. **BIA Office Restructure** - One of the side projects the BIA Manager is exploring is a more community-impactful use of the BIA office. He has proposed that the office take the form of a tourism information area which Halton Hills residents and tourists can frequent to reliably obtain information on the Downtown and area offerings.

v. **Downtown Street Signage** - There is a grant fund opportunity available later this year for the Downtown Acton BIA to use on street infrastructure. The total of this grant allowance is \$27,500 and can be accessed by late November, 2018. The BIA Manager will prepare a proposal and supply more information on this grant at the next Board Meeting.

Motion to Adjourn Meeting

Moved: Patricia Daleman

Seconded: Trish Somerville

Motion: Carried

Meeting Adjourned at 7:30pm