



**BOARD OF MANAGEMENT MEETING**  
**Monday October 15th, 2018**  
*Meeting Minutes*

**Location: Acton BIA Office, 45 Mill Street East**  
**Call to Order at 5:43pm**

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

**Guests:** Angie Zampirri (Forever Youngsters)

**Regrets:** Monica Galway

**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 Angie. Mentioned that moving forward, BIA Board Meetings will aim to wrap up within the hour.

**2. Declaration of Conflict of Interest - None.**

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

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

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

Motion to approve DABIA October 15th, 2018 Agenda

Moved: Nancy Wilkes

Seconded: Trish Somerville

**Motion Carried**

**3. Adoption of July Minutes**

Motion to adopt DABIA September 10th, 2018 Minutes

Moved: Trish Somerville

Seconded: Nancy Wilkes

**Motion Carried**

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

i. Closing bank balance for September is \$38,904.79 with outstanding payments still to be collected from several businesses on the July issue of the Alec Boyd tribute ad and Leathertown Festival.

ii. Linda, Trish and Tyler will consult with Patricia and Cindy (accountant) to go over this past year's budget and prepare a budget proposal for 2019 for Board review before the November Board Meeting. An Board-approved 2019 budget will be due to the Town by November 30th.

Motion to adopt Treasurer's Report

Moved: Mike Albano

Seconded: Nancy Wilkes

**Motion Carried**

**5. Manager's Report - Presented by Tyler King**

i. **Trick Or Treat on Main and Mill** - This year's Trick Or Treat event will be held this coming Saturday, October 27th from 12:00pm to 2:00pm. I have been busy preparing this year's program and will reach out to businesses shortly. Not much in the way of data from last year's event is available so I am unsure of what to expect in as far as attendance or business participation. Mill Street East will be closed from Bower to Main. In the past years, the BIA has provided a crude trail map for visitors to navigate the downtown space but visitors have been reliant in the past at searching for "ghost" images that have been posted on store windows. Businesses who post their ghost are places that kids can visit for Trick or Treating. Upon consultation with the business community and local residents it has been found that a large portion of the Downtown businesses do not see a lot of value in this event. And in my professional opinion, I agree. This year I will aim to produce a more "user-friendly" map and focus on activating more activities this year and make better use of the road closure. In the past the BIA has also paid a lot of money for print publishing in the local newspaper. I see value if instead using social media. It would save a lot of money and potentially target more tourism.

- Monica and Nancy expressed strong views on maintaining the print advertisement, pointing to the fact that the community expects it to be there.

ii. **Remembrance Day** - The Canadian government, in my opinion, has really done a disservice in the promotion of the 100-year centennial of World War One. Nobody is talking about it and nobody seems to know. This is *the* Remembrance Day. As such it is imperative that the BIA pull together something special. I have been playing with the idea of "window poppies", 100 of them for the 100 year anniversary to be displayed across the Downtown. This would send a strong message for Downtown support of this event. I also think that the BIA coordinate free coffee for veterans and attendees at the Remembrance Day Parade this year.

- Board supports this proposal with a unified agreement. Tyler to look into this further.

iii. **Street Safety Program** - Recently, one of the Downtown businesses had been broken into and sensitive client information stolen as well as cash from their register. The owner

of this property has proposed that the BIA look into over-night security of the Downtown. When asked how this would be achieved, he proposed that businesses could jointly pitch-in to a fund that supports it. I promised to bring it up at this meeting to see what the Board says.

- Monica had mentioned that she has not heard nor seen much in the way of Downtown vandalism and that store owners need to be more responsible for protecting their stores.

- Nancy mentioned that this would cost an exorbitant amount of money for businesses, and for what exactly? That is what the police are for.

- Monica pointed out the flaw in this proposal as this would not thwart criminal behaviour as criminals would work around the issue of on-site security presence - in that one security officer cannot monitor all 120 businesses at the same time.

- Trish suggested that the store owner be notified of Halton Region Police Service's online crime map data. She mentioned that police will patrol high crime areas based on reports and that the Downtown is not one of them.

- Tyler will reach out to the local police branch to inquire about a setting up a community safety program whereby officers can coach business owners about how to better set up their stores to avoid these types of issues moving forward.

iv. **Facade Improvement Updates** - To date, not one business has submitted any official request to pursue the 2018 Facade Improvement grant funding available through the BIA.

v. **Downtown Business Directory/Vacancy Report** - Over this past couple of months as a side project of mine, I have been developing a fully-encompassing Downtown business directory. I am happy to announce that I can completed this in conjunction with introducing myself to all of the Downtown businesses. This is the first time, in my understanding, that a business directory has been done for the BIA to this extent. The Town did not even have this information. It is a first step in being able to target business owners. I am hoping that it can open the door to better communication through the community. A by-product of this directory is being able to confidently isolate vacant properties and produce demographic data on our Downtown. The next phase of this will be to collect a directory of property owners and local Acton residents.

vi. **New Business Updates** - JV Computer Repair has successfully planted himself in the place of the old McNabb Graphics.

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.

Motion to approve Manager's Report

Moved: Brad Fitzsimmons

Seconded: Mike Albano

**Motion: Carried**

## **6. Infrastructure Grant/Downtown Rebranding - Presented by Tyler King**

- i. **Tourism Strategy** - The BIA Manager has been working a lot with the Economic Development department, including their Tourism team. He sits on the Tourism Committee and had mentioned that over this winter season work will have to be done to prospect "tourism potentials" in the Acton area and to describe their tourism features. Currently the Town is working on building a master list of tourism locations across Halton Hills. In as far as rebranding, the Downtown Acton BIA would be better served as forming a visual identity different than Georgetown. Acton has a long standing history that is unique to the area and should be leveraged and reinvented. The Manager thinks that pushing a historical image for the Downtown would appeal to many people from outside of Town and strengthen local community pride. The Downtown would be better served with a push towards addressing our weaknesses: greenspaces, congregation spaces, culture (including historical identification markers), and art work.
- ii. **Entryway Signage** - The BIA Manager has also been working with various Town staff and Superior Glove to coordinate hard-fixed entry signage into the Downtown area along the three major arteries coming into the Downtown.

## **7. Motions to Bring Forward - Presented by Linda Olson.**

- i. **2019 Street Cleaner** - Mike Albano had mentioned his observation that the Downtown streets in the Summer requires a lot of attention between cigarette butts and garbage. He also brought up the public concern regarding the beach at Prospect Park. Mike and the BIA Manager have discussed a possible solution being either hiring a part-time street cleaner next Summer season or hiring a second Summer Student.

Motion to approve Motions Report

Moved: Patricia Daleman

Seconded: Nancy Wilkes

**Motion: Carried**

## **8. New Business - presented by Linda Olson and Tyler King**

- i. **Incoming/Outgoing Businesses** - Work is being done on 93 Mill Street East. The property was purchased to our best knowledge by the Acton veterinary clinic. 75/77 Mill

Street East is also under construction as is expected to be a new restaurant location. Purple Potato is progressing again since their temporary hiatus. A business rebrand is underway there. New business moving into 130 Mill Street East. No businesses outgoing.

ii. **Window Wanderland/Santa Claus Parade** - No major items to address here. It will be a while yet before Manager can begin planning. Downtown Christmas lights will need to be sorted. They historically go up before the Parade. Window Wanderland, a Downtown window display competition will coincide with Light Up the Hills.

iii. **Winter Carnival** - Deadline is approaching for 2019 Municipal Assistance funding (November 5th) which not only includes Winter Carnival financial reimbursement but this grant can only be applied for once per year. No planning has been done to date. Manager plans to connect with Dianne Gowland for update on last year's planning.

iv. **Festival and Events Ontario Membership** - Manager proposes that the BIA register with Festival and Events Ontario (FEO) to catapult the 2019 Leathertown Festival into a Top 100 provincially-recognized event. Membership can include the BIA or a single-item event such as Leathertown. FEO festivals carry with them prestige and notoriety that will appeal to more tourists. Their distribution channels will push our listings to every tourism border station and kiosk across Ontario as well as online. And all at the cost of a couple of local print ads. This would be a high-value investment. Having Leathertown Festival reach a Top 100 event it would over-night become Halton Hills' forerunning annual event.

#### **9. Other Business - presented by Linda Olson**

- None.

Motion to Adjourn Meeting

Moved: Patricia Daleman

Seconded: Mike Albano

**Motion: Carried**

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**Meeting Adjourned at 7:37pm**

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