

Board Members Present: Beverley King (Vice Chair), Sandy Mackenzie, Cindy Robinson (Treasurer), Randy Kerman (Board Chair), Jane Fogal (Council Appointee), Tony Rampulla, Suzanne Clarke (Secretary), Maria Bettencourt, Carolyn Callero

Regrets: Connie Ward

Guests:

Staff Attending: Nikki Jackson (Membership and Events Co-ordinator), Sheena Switzer (BIA manager), Emma Crosbie (Summer Student), Dylan Thring (Summer Student)

1. Call to order – 9:01 am By Randy Kerman – Acting Chair

2. Acceptance of Agenda: No vote was given to approve the Agenda.

Motion: To Approve the Amended Agenda

Motion Moved By: _____

Second: _____

Motion passed

3. Declaration(s) of Conflict of Interest

None

4. Approval of Previous Meeting Minutes

Motion: To Approve the Meeting Minutes of the March 12, 2019 Board Meeting as amended

Motion Moved By: Maria Bettencourt

Second: Cindy Robinson

Motion passed

5. Correspondence – Sheena

- a) Maple Co-op Nursery** – It asked for donations for its fundraiser. The BIA manager will keep track of the asks and donations/sponsorships for the year and will continue to seek sponsorship approval from the board. The board will review its sponsorship policy for the next budget year.

Motion: To Approve \$50.00 BIA gift certificate donation to Maple Co-op Nursery for its fundraiser

Motion Moved By: Suzanne Clarke

Second: Tony Rampulla

Motion passed

- b) Matt Roj** – Parking update, traffic by-laws enforcement in Downtown Georgetown.

- c) Member Concerns** – Lack of parking, the ticketing of customers' vehicles, McGibbon update. BIA staff will continue to educate, raise awareness and promote parking at the Edith Street parking lot with printed brochures, sharing parking map via social media, e-newsletters and meeting with members. Emma Crosbie will implement a walkability initiative in the Downtown with signage. The BIA will work to make the McGibbon more attractive for the Downtown. The BIA Manager informed that there are only two store vacancies and a new business will be opening shortly.

6. Consent Agenda – None

7. Manager's Report

Attached

Action: Report accepted with no changes

8. Business arising – Sheena

- a) McGibbon use for advertising and proposal for funding** – Silvercreek Commercial Properties will take off the signs and awnings and paint black the McGibbon for a proposed total of \$4,500.00 (including HST). 11 re-useable banners promoting the BIA, farmers market, BIA events and a "Coming Soon" sign will be put on the McGibbon exterior. The BIA will submit an

application for the Façade Improvement Program grant to cover some of the costs. The banners for \$1,187 will come out of the marketing budget.

Motion: To Approve a budget of \$2,500.00 for the McGibbon renovations to be utilized in combination with the Façade grant

Motion Moved By: Sandy Mackenzie

Second: Cindy Robinson

Motion passed

- b) **BIA Open House** – It will take place on Thursday, May 23rd, 4:00 – 7:00 PM. A budget was needed to be set for food and furniture. (It's a part of the moving office budget.) BIA board members and staff, key Town staff and councillors, and BIA members are invited to attend.

Motion: To Approve a budget of \$1,000.00 for the BIA Open House 2019 event

Motion Moved By: Suzanne Clarke

Second: Beverley King

Motion passed

- c) **Public Art Banners** - Discussion about the Public Art Banners program by the Town and its Culture department and its implementation in the Downtown Georgetown BIA area. The BIA wants to participate in the program.

9. Council update - Jane Fogal

- a) **Destination Downtown study** – Permission is being sought for re-development for higher density, mixed use around the Downtown. Lots of residential development. E.g. 10-storey apartment buildings. Park areas, underground parking. Awaiting final approval.
- b) **Mill street Precinct** – Suggested improvements for Mill Street all the way to McNabb Street. Maybe another six months before plans are finalized.
- c) **Climate Change** – Climate Change Resolution was passed by Council.

10. Financial Statements - Cindy Robinson

a) Acceptance of financial statements

Motion: To accept the April financial statements as presented

Motion Moved By: Cindy Robinson

Second: Beverley King

Motion passed

11. Committee Updates

- a) **Governance – Beverley** The Constitution and Policies documents will be uploaded into Dropbox for review and comments. The BIA will ask the Town for comments and suggestions. The BIA board will recommend the changes to its members. Members must approve the changes in constitution and policies. Sheena will follow-up with the insurance requirements.
- b) **Farmers market – Sheena** The BIA will continue to make the market more sustainable-friendly, accessing grants when possible. Potentially set a target: In five years, be 50% plastic-free. For this market season, the farmers market is almost sold out of vendor spaces. E-transfer of payments is working well. Handling cash from vendors has been eliminated. The first market day is Saturday, June 1st.
- c) **Car Show – Sheena** Dylan and Emma raised \$1,250.00 in sponsorships in their first week at the BIA. The goal is to raise \$6,000.00 in sponsorships. The BIA is looking to upgrade the stage and sound system.
- d) **Marketing – Sheena** is creating a marketing strategy which will involve the BIA website, social media, BIA membership, and digital and print advertising.
- e) **Beautification – Sheena** The weather has not been cooperative with all the additional rain, but Julie from The Flowershed will tidy and plant some annuals in front of the BIA office in time for the Open House. The BIA has also requested the Town to move the tree in front of Silvercreek Café to

the flowerbed in front of Dini & Co. The BIA will ask Dick Spear if he can pave over the flowerbed in front of Silvercreek Café (like the Wesleyan parking lot) so there is more room for pedestrians in that area.

- f) **Façade – Sheena** Maurizio Abate and Inkwell Montessori's Façade applications were reviewed.

Motion: To approve Maurizio Abate's Façade application for \$944.50; 50% of the project's value of \$1,889.00

Motion Moved By: Beverley King

Second: Tony Rampulla

Motion passed

Motion: To approve Inkwell Montessori's Façade application for \$2,000.00; 10.95% of the project's value of \$8,625.00

Motion Moved By: Beverley King

Second: Tony Rampulla

Motion passed

12. New Business - None

13. Meeting Adjournment:

Motion: To Adjourn

Motion Moved By: Cindy Robinson

Second: Beverley King

Motion passed

There being no further business to conduct the Georgetown BIA adjourned at 10:28 AM

Next Meeting – Tuesday June 11, 2019 @ 9:00 AM