

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

Regrets: Beverley King (Vice Chair)

Staff Attending: Yaw Ennin (BIA Manager), Nikki Jackson (Membership & Events Co-ordinator)

Guests: Jessica Jerome (Coldwell Banker Fieldstone Realty)

1. **Call to order – 9:01 am** **By Suzanne Clarke (Secretary)**

2. **Acceptance of Agenda:**

Motion: To Approve the Amended Agenda

Motion Moved By: Cindy Robinson

Second: Tony Rampulla

Motion passed

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

None

4. **Approval of Previous Meeting Minutes**

Motion: To Approve the Meeting Minutes of the August 13, 2019 Board Meeting

Motion Moved By: Sandy Mackenzie

Second: Cindy Robinson

Motion passed

5. **Correspondence –**

a) **Ladies Auxiliary sponsorship request** – See Business Arising.

b) **Light Up The Hills sponsorship request** – See Business Arising.

6. **Consent Agenda – None**

7. **Manager's Report**

Attached

Action: Report accepted with no changes

8. **Business arising**

a) **Accessibility** – Nikki reached out to the Town for assistance in understanding the guidelines of AODA-compliance with regards to building renovations. Suzanne Jones will discuss with her staff. Nikki also emailed Kay Matthews from OBIAA, asking if she can please suggest a person to contact at AODA.

Action: Jane Fogal will follow up and ask the building department for assistance in interpreting AODA-compliance for building renovations in Downtown Georgetown.

b) **Bike racks**

Dick Spear and Jane Fogal walked through the Downtown area and identified 14 potential locations where bike racks could be installed. The Town will do the installation at no cost to the BIA if the BIA pays for the bike racks. Yaw provided a few bike rack options and their associated costs.

Action: BIA will prioritize 3-4 locations and determine the cost for the 2019. The board will make a motion in the next board meeting to accept the proposal. Additional rack purchases will be included in the 2020 budget.

c) **Digital Main Street**

Rose and Sarah were hired, by the BIA, to promote the Digital Main Street program and the Transformation Grant. Their final day of contract is Friday, October 4th 2019. They have reached out to all the businesses in the Downtown area. They have been helping the businesses improve their digital marketing and online presence. The staff will be producing a final report.

d) Downtown Dollars: sponsorship request from the Royal Canadian Legion Ladies Auxiliary

Motion: To approve 2 x \$50 BIA gift certificates (total of \$100) to be given to Royal Canadian Legion Ladies Auxiliary because its event falls within the Downtown area.

Motion Moved By: Cindy Robinson

Second: Maria Bettencourt

Motion passed

e) Sponsorship request from Light Up the Hills

Motion: To decline sponsorship of Light Up the Hills event because it does not take place within the Downtown area.

Motion Moved By: Connie Ward

Second: Carolyn Callero

Motion passed

9. Council update - Jane Fogal

- a) **Destination Downtown Secondary Plan** – It was approved by Council on September 9th. It's a 20-year plan that maybe the Region needs to approve. If so, once approved it comes into immediate effect. All future building plans and development must adhere to the Plan.
- b) **Climate Change Rally** – It will take place at 3:45 P.M. on September 20th, 2019 at the Dominion Garden Park. There will be another rally at Acton Arena on September 26th, 2019. The Town has declared a "Climate Emergency". \$155M of Town infrastructure is at risk of flooding. Climate Change is a concern for everyone.

10. Financial Statements - Cindy Robinson

a) Acceptance of financial statements

Motion: To accept the September financial statements as presented

Motion Moved By: Cindy Robinson

Second: Jane Fogal

Motion passed

b) Recommendation: \$100,000 to transfer to GIC account

Action: The treasurer will approach banks and financial institutions to find an account with the best rate of return and terms to present at the next board meeting.

c) Budget sub-committee formed: Connie, Randy, Cindy, Yaw, Beverley. The budget goes to the AGM for presentation.

11. Committee Updates

a) Governance –

Action: Board members must read all the revised governance and by-law documents for the next board meeting to approve. Any suggestions to be directed to Randy or Beverley.

Action: To send BIA members the revised documents and financial reports at least three weeks prior to the AGM, by October 15th.

b) Farmers Market – Seasonal vendors are dropping out which is typical for the time of the year and the weather turning cold. The Manager has been replacing these losses with daily vendors. Last week there were two vehicles left on Main Street South. One vehicle was removed by its owner and the other was towed away.

c) Car Show – See Car Show Report Anecdotally, people have been saying it was the largest attendance ever. It was very well received. More volunteers are needed for future events and they should be given more shift options and breaks. They can be rewarded with BIA dollars and volunteer hours sign-off.

d) Marketing - See Social Media Report Social media performed well before, during and after the Car Show event. As expected, engagement has dropped off to normal levels of engagement.

- e) **Beautification** – The beautification committee recommends weeding to be done three times a year:
1) May 24 2) Mid-June 3) Before the Car Show.

Action: The BIA Manager will ask businesses and landlords to please monitor the weeds in front and around their businesses and properties.

12. New Business –

- a) **Rogers Hometown Hockey Tour** – The 2019/2020 launch happened today with it publicized on Sportsnet, Breakfast Television and throughout social media and media publications. Halton Hills is the launch city, October 5-6th 2019. The theme is: “paint the town red”. Activities and contests will be run. Event location is MoldMasters Sportsplex. Rogers will likely film the Farmers Market, though it is not confirmed. The BIA is arranging pick-up hockey games on Main Street at the Farmers Market on Saturday, October 5th.

Action: Notify the Farmers Market vendors and ask them to participate in some way to mark the occasion.

- b) **Holiday Magic & Market –**

Action: Send the Farmers Market vendors and anyone interested in becoming a Holiday Magic vendor the updated application form. Notify the change in day and time from previous years. Offer them the option to be a vendor on the street or in the Church basement.

- c) **The Spa On Main** – Connie brought to attention that The Spa On Main may have been sold and will stop honouring any existing gift cards/certificates at the end of September. The business model and type of the business is changing to become more of a clinic.

Action: The BIA to find out more of what is happening at The Spa On Main.

- d) **Formerly the restaurant Latitudes –**

Action: The BIA or Suzanne to find out more information about Tabletop Tavern.

13. Meeting Adjournment:

Motion: To Adjourn

Motion Moved By: Sandy Mackenzie

Second: Cindy Robinson

Motion passed

There being no further business to conduct the Georgetown BIA adjourned at 10:41 AM

Next Meeting – Tuesday, October 8, 2019 @ 9:00 AM