

**Board Members Present:** Connie Ward (Board Chair), Suzanne Clarke (Vice Chair), Beverley King (Secretary), Randy Kerman (Past Chair), Jane Fogal (Council Appointee), Ted Flanagan, Sandy Mackenzie, Jamie Watt.

**Regrets:** Cindy Robinson (Treasurer).

**Absent:** Carolyn Callero, Ron Quinlan.

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

Guests:

1. **Call to order – 9:04 A.M. By Connie Ward (Board Chair)**

2. **Acceptance of Agenda:**

**Motion: To Approve the Agenda**

**Motion Moved By: Ted Flanagan**

**Second: Randy Kerman**

**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 10, 2020 Board Meeting**

**Motion Moved By: Beverley King Second: Sandy Mackenzie**

**Motion passed**

5. **Correspondence**  
None

6. **Manager's Report**

***Attached***

Businesses have been closing their doors over the last few weeks as per the federal government's State of Emergency's definition of essential services/businesses. The BIA manager has been actively working with the Town of Halton Hills, Halton Hills Chamber of Commerce and Acton BIA as part of the Town's task force aimed at assisting and advocating for businesses in Halton Hills. Businesses are re-inventing themselves. Those who are embracing e-commerce are operating more successfully. Others have completely shut down and the concern is that many may not be able to re-open once restrictions are lifted. The task force is looking at ways to help businesses now. For example options to help with rent payment which is a concern for many.

**Action: BIA Manager to have progressive conversations with the landlords. How can we work together? With these limited funds, what is possible? Find out from landlords and renters what can they afford and see if they can negotiate on payments.**

**Action: Invite BIA members to participate in Halton Hills Chamber of Commerce's Zoom talks to participate and educate themselves. It's an opportunity to share resources and information.**

**Action: Inform BIA members so they can educate and advocate for themselves. For example, members can call their utility and service providers and ask about relief options. BIA Chair to**

**provide a script so members know what key words to use such as. Internet provider Cogeco is discounting 50% of the business rate; what can you provide?**

**Action: Board Chair to provide information that she shares to Chamber's Zoom presentation to the BIA members.**

**Action: BIA to continue to research, have good conversations and share as much information on social media and email to support the businesses and the Downtown Georgetown community.**

**Action: BIA Manager and Damian Szybalski (Ec Dev, Town of Halton Hills) to collaborate to craft social media messaging in support of small businesses in Downtown Georgetown.**

**Action: Ask BIA members to share their social media posts onto Facebook groups like Georgetown Show and Tell to reach a bigger audience. Share posts to as many platforms, groups, networks. Share your operating hours, what's available from your business, if free delivery is available, etc.**

## **7. Financial Statements – Randy Kerman**

### **a) Acceptance of financial statements**

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

**Motion Moved By: Randy Kerman**

**Second: Connie Ward**

**Motion passed**

## **8. Business Arising**

### **a) City Scape quote for banners**

**Action: Ask for a formal quote from City Scape. Make sure all specifics are listed in the formal quote (difference in quality, sizes, lead time needed to manufacture and deliver, etc.)**

**Motion: To defer capital expenditure decisions until May 12 board meeting.**

**Motion Moved By: Randy Kerman**

**Second: Suzanne Clarke**

**Motion passed**

### **b) Bill Van Ryn quote for spraying weeds**

**BIA manager explained why quote is not a firm figure. Classic Displays quote for installing flood light in Memorial Tree.**

**All capital expenditure decisions are deferred until May 12 board meeting.**

### **c) BIA Gift Certificates research and proposal**

**Action: BIA Manager to investigate e-certificates, plastic refillable gift cards and gift certificates, and generate a report of comparisons and costs to implement and operate.**

## **9. Council Update – Councillor Jane Fogal**

**The Town assembled the task force to assist businesses in Halton Hills. It has also implemented a deferral in property taxes to assist residents and landlords during COVID-19.**

## **10. Committee Updates**

### **a) Farmers Market**

**The Town has cancelled all events until the end of June, however there may be an exception for the Farmers Market because its farmers and food vendors provide essential food services. The BIA Manager will resubmit a special application outlining how the Farmers Market can run, the logistics involved and the protocols in order to safely operate during COVID-19 restrictions and safety requirements.**

**Action: BIA manager will continue discussions with the Town and the regional health department to see how to make the farmers market viable to open on June 6, 2020.**

**Action: The BIA manager to seek input from the Farmers Market committee about the changes in order for the Town to permit the market to go ahead such as online purchase**

***platform, the type of vendors permitted, the refund of vendors who have already paid but are now excluded, the physical distancing protocols, the layout of the market, etc.***

***Action: The BIA manager will create a plan that addresses all logistical issues of running the farmers market and present it to the board. The board will approve via email vote before submitting the application to the Town. The deadline to present the plan to the BIA board is Tuesday, April 21, 2020.***

**b) Beautification**

Planting will still go ahead. The BIA manager is still waiting for a quote from The Flower Shed for the hanging baskets.

***Action: The BIA manager to receive the quote for the hanging baskets from The Flower Shed and then make the purchase form available to the BIA members.***

**11. New Business –**

**a) Proposal from The Best Media**

The Best Media is proposing to offer a free webinar to BIA members. The webinar will be a teaching opportunity about e-commerce and digital marketing.

***Action: BIA manager to go ahead and organize the free webinar from The Best Media for the BIA members.***

**b) Discussion of part-time staff hours during COVID-19**

***Action: BIA manager to continue interviewing/hiring Canada Summer Jobs applicants. We need staffing for Farmers Market. Budget has hours for one person for 4 months FT and application in for two students FT for 2 months. Consider options of hiring one now or two at reduced hours while waiting for Canada Jobs applications.***

***Action: The BIA manager to contact Mr Penney and explain to him why the past decisions were made re: COVID-19 and his job, and to give him the choice to continue to clean the streets or not.***

***Action: The BIA manager to investigate if the BIA qualifies for the federal COVID-19 (CERB) wage subsidies.***

***Action: The BIA manager to inquire if the Town is able to assist in cleaning Downtown Georgetown, or if the BIA needs to hire a contractor.***

***Action: The BIA will employ additional staff to assist in the operations of the Farmers Market this year, due to COVID-19 restrictions and protocol. All new staff must go on payroll.***

**c) Zoom membership**

***Action: BIA to purchase a Zoom membership as meeting expenses.***

**12. Meeting Adjournment:**

***Motion: To Adjourn***

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

***Second: Connie Ward***

***Motion passed***

***There being no further business to conduct the Georgetown BIA adjourned at 11:00 AM***

**Next Meeting – Tuesday, May 12, 2020 @ 9:00 AM**

**Downtown Georgetown BIA  
Board Meeting Minutes – March 10, 2020 meeting  
To be approved on April 14, 2020 – 9:00 AM Start**

<b>ACTIONABLE ITEMS</b>	<b>STATUS</b>
Create an information sheet identifying parking rules, parking locations and time limitations. Indicate that enforcement will increase in 2020 and that TOHH is running a parking study. Businesses should contact TOHH to voice their concerns and offer feedback about parking. BIA staff and board members to distribute the flyers by hand to the businesses in Downtown Georgetown.	Pending.
Collect the homelessness information sheet that is being created by the library, about how to help a homeless person. E.g. call 311. Print copies of the sheet and distribute to the businesses in the Downtown Georgetown area.	Ongoing.
Collect weeding quotes before the Spring season commences.	Ongoing.
Investigate about creating BIA gift certificates or coupons with expiry dates to offer to organizations like Light Up The Hills.	Ongoing.
Manager to set up dates and times for the Town's Economic Development department to present at the board meetings.	Pending.
Jamie to send Manager contact details for the old banners at RJ's. Manager will contact Public Works to remove the banner and replace with a new one.	Pending.
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) in return for a donation/payment to their organization.	Pending.
BIA staff to create a volunteer pool to draw from for events.	Pending.
BIA staff to create a casual labour pool of employees to draw from for events.	Pending.
Manager to create guidelines, job descriptions and contract templates for what is required and expectations including rate of pay, duration of contract for casual labour employment.	Pending.
Upon approval from the board, advertise contract job availability to increase the casual pool.	Pending.
The BIA staff to investigate and see what is acceptable for Public Works, in relation to the relocation of the existing parking lot bike rack.	Ongoing.
To relocate the bike rack in front of Yong's Restaurant, and replace the existing bike rack in the parking lot by the metallic tree.	Ongoing.
BIA Manager to edit The Conflict of Interest Policy to reflect the adoption of the Declaration of Interest Forms. The edits must be trackable, and the revised document sent to the Secretary for review.	Pending.
BIA Manager to send the weeding requirements document to Brent Marshall (CAO, TOHH) to find out how the Town can assist the BIA with the weeding maintenance of the Downtown.	Completed.
BIA Manager to ask Dick Spear how much the Town will charge the BIA to have all the bike rings installed all at once. Initially, the Town would install a few bike rings every year over a three-year period free-of-charge. There are 14 bike rings.	Completed.
Ask City Scape for a quote for new armature for Mill Street.	Completed.
Ask for quotes for new BIA banners for Main Street and Mill Street. (One quote for Main Street, another for Mill Street. Ask for different banner sizes: to fit new armature and existing armature. Confirm the sizes of the	Completed.

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banners.)	
Ask the Beautification Committee to come up with its top three projects. For the next board meeting, to present pricing, quotes and other relevant information for a motion to inject additional funds into the Beautification budget. Create a concrete action plan.	Ongoing.
Action: To include on the Downtown Georgetown website to be accessed by the public: 1) Approved Board Meeting Minutes 2) Approved Monthly Financial Statements 3) Monthly BIA Manager's Report	Ongoing.
Inform BIA members so they can educate and advocate for themselves. The onus is on businesses to take the reins and ask for help. Members need to call their utility and service providers, have conversations and ask what kind of relief is available. BIA Chair to provide a script so members know what key words to use, etc. e.g. Internet provider Cogeco is discounting 50% of the business rate; what can you provide?	Pending.
Board Chair to provide information that she shares to Chamber's Zoom presentation to the BIA members.	Pending.
BIA manager and Damian Szybalski (Ec Dev, Town of Halton Hills) to collaborate to craft social media messaging in support of small businesses in Downtown Georgetown.	Ongoing.
Ask BIA members to share their social media posts onto Facebook groups like Georgetown Show and Tell to reach a bigger audience. Share posts to as many platforms, groups, networks. Share your operating hours, what's available from your business, if free delivery is available, etc.	Ongoing.
Ask for a formal quote from City Scape. Make sure all specifics are listed in the formal quote (difference in quality, sizes, lead time needed to manufacture and deliver, etc.)	Completed.
BIA Manager to investigate e-certificates, plastic refillable gift cards and gift certificates, and generate a report of comparisons and costs to implement and operate.	Ongoing.
BIA manager will continue discussions with the Town and the regional health department to see how to make the farmers market viable to open on June 6, 2020.	Ongoing.
The BIA manager to seek input from the Farmers Market committee about the changes needed to be done in order for the Town to permit the market to go ahead. E.g. online purchase platform, the type of vendors permitted, the refund of vendors who have already paid but are now excluded, the physical distancing protocols, the layout of the market, etc.	Completed.
The BIA manager will create a plan that addresses all logistics issues of running the farmers market and present it to the board. The board will approve via email vote before submitting the application to the Town. The deadline to present the plan to the BIA board is Tuesday, April 21, 2020.	Completed.
The BIA manager to receive the quote for the hanging baskets from The Flower Shed and then make the purchase form available to the BIA members.	Ongoing.
BIA manager to go ahead and organize the free webinar from The Best Media for the BIA members.	Completed.
BIA manager to continue interviewing/hiring Canada Summer Jobs applicants. We need staffing for Farmers Market, the car show and	Ongoing.

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maintenance of the Downtown. Hire at least one person, or hire two at reduced hours.	
The BIA manager to contact Mr Penney and explain to him why the past decisions were made re: COVID-19 and his job, and to give him the choice to continue to clean the streets or not.	Completed.
The BIA manager to investigate if the BIA qualifies for the federal COVID-19 (CERB) wage subsidies.	Completed.
The BIA manager to inquire if the Town is able to assist in cleaning Downtown Georgetown, or if the BIA needs to hire a contractor.	Completed.
The BIA will employ additional staff to assist in the operations of the Farmers Market this year, due to COVID-19 restrictions and protocol. All new staff must go on payroll.	Ongoing.
BIA to purchase a Zoom membership and classify it as meeting expenses.	Completed.