

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

Regrets: -

Absent: -

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

Guests: Derek Smith (Moxxi's Boutique)

1. Call to order – 9:00 A.M. By Connie Ward (Board Chair)

2. Acceptance of Agenda:

Motion: To Approve the Agenda

Motion Moved By: Randy Kerman

Second: Suzanne Clarke

Motion passed

3. Declaration(s) of Conflict of Interest

None

4. Approval of Previous Meeting Minutes

Motion: To Approve the Meeting Minutes of the May 12, 2020 Board Meeting

Motion Moved By: Randy Kerman

Second: Suzanne Clarke

Motion passed

5. Correspondence

None

6. Manager's Report

Attached

CityScape's original quote for new banners was an underestimate. The BIA manager continues to have a discussion with them and the new quote will go up in price. The quotes are for the new style of banners, like the Town's Public Art banners. The spraying of weeds has started and is ongoing. Businesses in the Downtown are re-surfacing and opening again.

Action: The BIA Manager will send an email to BIA members to clarify and confirm that Downtown Georgetown does not meet Stage Two of re-opening.

Action: Continue to send out the right messaging to the public via social media, etc. (Follow safety precautions: physical distancing, wash hands frequently, wear a mask if the situation doesn't allow for physical distancing.)

7. Financial Statements – Cindy Robinson

a) Acceptance of financial statements

Motion: To accept the March financial statements as presented

Motion Moved By: Cindy Robinson

Second: Randy Kerman

Motion passed

8. Business Arising

a) Introduction of new Summer student hire

Welcome Bethany Hanman. She is the Special Events Co-ordinator and her contract is until September 19th, though it may be extended for the Farmers Market. The BIA Manager is still looking for the second hire.

b) Update on levy reduction inquiry

The BIA Manager has been in discussions with CAO Brent Marshall and Damian Szybalski and they have highlighted the challenges in re-distributing the levy from their end for this year. Collectively, they continue to work on details and options.

Action: Mr Marshall and Mr Szybalski will be guests for the next board meeting.

Action: The BIA Manager to take all info and options to the executive board members to evaluate and make decisions before the next board meeting, to make sure the Downtown Georgetown BIA meets its mandate.

9. Council Update – Councillor Jane Fogal

Toronto Premium Outlet mall has half of its businesses open and by-law officers are enforcing physical distancing. The mayor is asking to fast track liquor licenses for patios. The Black Lives Matter march will take place on Sunday, June 14, 2020 at 2:00 P.M. The march will begin at MoldMasters parking lot and travel down Guelph Street until Maple Avenue (Dominion Garden).

10. Committee Updates

a) Farmers Market

The first farmers market seemed well-received. One vendor was shut down by the health department. The market was well-staffed with BIA staff, volunteers, BIA Board Chair Connie Ward and Councillor Jane Fogal. Hand sanitizers, face masks and physical distancing were measures used to maintain safe operations. Wearing a mask is not mandatory as not everyone can wear a mask. The general public were obeying the guidelines. They were not congregating and were wearing masks.

Action: Vendors are to continue to reinforce safety measures for the areas in front of their booths and frequent hand washing, changing of gloves at booths and sanitizing efforts.

Action: Continue to post social media messages about the guidelines and safety measures at the farmers market. As well, keep recruiting for volunteers.

Action: Communicate the hours to pick up Local Line orders. Suggest a time range 8:30 A.M. – 12:00 P.M.

Action: Purchase two more tents with side walls for the pick-up area.

Action: Borrow pallets from Carpet One (Jamie Watt) for the pick up area at the Farmers Market.

b) Marketing Committee

A marketing action plan was created and is currently being implemented. The BIA Manager surveyed the BIA members about patios opening up in the Downtown area. The responses were largely positive. Concerns highlighted was the loss in parking spots and the shutting down of the streets.

11. New Business –

a) Integrating re-opening businesses into Farmers Market

Businesses have to follow the strict Farmers Market regulations. No congregations of crowds permitted. No impeding of pedestrian traffic. Strict safety and physical distancing (where possible) protocols within the stores/businesses.

Action: Communicate with the BIA members the protocols required of the Farmers Market, so their businesses will not be in conflict of the protocols should their doors be open at the same time.

Action: Inform/suggest/advise/offer guidelines to BIA members how they can partake at the Farmers Market e.g. clothes racks in front of store. Communicate the importance that the businesses need the Farmers Market and the businesses in the Downtown to operate safely in order to be successful and viable. Communicate about the health inspectors and what they did (inspections).

Action: BIA staff need to enforce safety at the Farmers Market.

b) Discussions on outdoor patios in the Downtown.

This was raised in the last Marketing Committee meeting. Discussions with Town are ongoing.

12. Meeting Adjournment:

Motion: To Adjourn

Motion Moved By: Suzanne Clarke

Second: Beverley King

Motion passed

There being no further business to conduct the Georgetown BIA adjourned at 10:47 AM

Next Meeting – Tuesday, July 14, 2020 @ 9:00 AM

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

ACTIONABLE ITEMS	STATUS
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.	Completed.
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.	Ongoing.
BIA staff to create a volunteer pool to draw from for events.	Completed.
BIA staff to create a casual labour pool of employees to draw from for events.	Completed.
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.	Completed.
BIA manager to continue interviewing/hiring Canada Summer Jobs applicants. We need staffing for Farmers Market, the car show and maintenance of the Downtown. Hire at least one person, or hire two at reduced hours.	Ongoing.
BIA will inquire from PPE suppliers if a group discount can be given to the BIA members.	Ongoing.
Request Silvercreek Commercial to purchase and install brackets for the hanging baskets onto the McGibbon. Come to some sort of agreement e.g. if you purchase three, we will assist and purchase another 3. Also request brackets for the front of the BIA office for hanging baskets.	Ongoing.
The executive board and BIA manager will investigate how and if it's possible to reduce the BIA's levy. The BIA manager will take the executive board's questions to the Town. The executive board will review and assess the BIA budget.	Completed.
BIA staff to take down the Car Show and Masquerade as events on the website and on Facebook.	Completed.
Continue to send out the right messaging to the public via social media, etc. (Follow safety precautions: physical distancing, wash hands frequently, wear a mask if the situation doesn't allow for physical distancing.)	Ongoing.
Mr. Marshall and Mr. Szybalski will be guests for the next board meeting (July) concerning levy reductions.	Pending.
The BIA Manager to take all info and options for the levy reductions to the executive board members to evaluate and make decisions before the next board meeting, to make sure the Downtown Georgetown BIA meets its mandate.	Pending.
Continue to post social media messages about the guidelines and safety measures at the farmers market. As well, keep recruiting for volunteers.	Ongoing.
Communicate the hours to pick up Local Line orders at the Farmers Market. Suggest a time range 8:30 A.M. – 12:00 P.M	Ongoing.
Communicate with the BIA members the protocols required of the Farmers Market, so their businesses will not be in conflict of the protocols should their doors be open at the same time.	Completed.
Inform/suggest/advise/offer guidelines to BIA members how they can partake at the Farmers Market e.g. clothes racks in front of store.	Completed.

Communicate the importance that the businesses need the Farmers Market and the businesses in the Downtown to operate safely in order to be successful and viable. Communicate about the health inspectors and what they did (inspections).	
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