

**Board Members Present:** 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:** Connie Ward (Board Chair)

**Absent:** -

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

**Guests:** -

1. **Call to order – 9:00 A.M.**     *By Suzanne Clarke (Vice Board Chair)*

2. **Acceptance of Agenda:**

**Motion: To Approve the Agenda**

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

***Second: Beverley King***

***Motion passed***

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

None

4. **Approval of Previous Meeting Minutes**

**Motion: To Approve the Meeting Minutes of the June 9, 2020 Board Meeting**

***Motion Moved By: Sandy Mackenzie***

***Second: Randy Kerman***

***Motion passed***

5. **Correspondence**

None

6. **Manager's Report – Presented by Yaw Ennin**

***Attached***

The Canada Day banners were installed at the end of June. There are more banners on Main Street South than previously because additional banner armature was installed when the Town replaced the armature on the street. Additionally, new banners were installed on Mill Street for the first time in years.

There was a slight drop in numbers in the hanging baskets (beautification) program. A couple of the brackets on the street disappeared, so the Legion and Knox Presbyterian are still awaiting for their baskets. The weed spraying is ongoing and the Manager regularly updates the contractor Bill Van Ryn for areas to address. The Beautification Committee and the BIA Manager met with the Town regarding the lighting they would like installed in the Downtown Georgetown. The Town's AI Fresco in The Hills program was launched, to assist restaurants in creating patio spaces. The Town is supplying barriers to protect patios that butt up against street/vehicular traffic; the barriers are bulky, take up space and are very heavy and almost impossible to move. Issues with the barriers: They take up space and may affect the Farmers Market layout and traffic flow. The next part of the AI Fresco program will allow for patios in the parking lots, such as the one by the memorial tree. However, Stage Three of the province's re-opening plan means that there will be higher demand for the parking as most businesses will have re-

opened. Converting the parking lot into patio space loses its benefit.

The BIA office is now open Mondays to Fridays, 10:00 A.M. – 4:00 P.M. At least one staff is in the office during these hours. The watering truck (FlowerShed) was still not following through with the instruction to water the flowers and hanging baskets at the very beginning of the day, before traffic enters the Downtown. It was reiterated and the Manager was assured that the Downtown will be watered at 5:00 A.M.

## **7. Financial Statements – Cindy Robinson**

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

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

***Motion Moved By: Cindy Robinson***

***Second: Randy Kerman***

***Motion passed***

## **8. Business Arising**

### **a) BIA 4<sup>th</sup> installment levy reduction request to ToHH and the response from ToHH**

The executive committee minutes were received. The ToHH said that they could not reduce the fourth installment but that the BIA can distribute back to its members instead upon receiving the levy. A discussion and a motion was brought to the board.

**Motion: That the BIA Board approve a 25% (\$53,012.50) reduction in levies for the 2021 fiscal year and that the Board request that the Town of Halton Hills apply the 25% levy reduction to the first installment payment and not spread it over the year, returning to 2020 levy rates when appropriate.**

***Motion Moved By: Suzanne Clarke***

***Second: Randy Kerman***

***No: 1 board member (Ted Flanagan)***

***Yes: 8 board members***

***Motion passed***

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

The Town's mandatory mask by-law comes in effect July 16<sup>th</sup>, 2020. The by-law goes to Halton Region tomorrow. If approved, its by-law will supersede the Town's. Milton did not pass its mandatory mask by-law and has rising numbers of COVID cases. Some accommodation must be given because not everyone can wear masks. Face shields are not deemed as effective as they do not protect from droplets. Youth and senior centres are opening up.

## **10. Committee Updates**

### **a) Farmers Market**

The Farmers Market Committee minutes are attached. Patrons are going into the BIA businesses (e.g. Heather's Bakery, Mill Street Cheese) during the Market. The Market shows patrons that the Downtown is still open for business. Businesses are participating by incorporating patios, putting out racks of clothes etc. The Farmers Market has now expanded to include craft vendors. Costs have gone up with the addition of casual help and ongoing spend on hand sanitizers and masks. Revenue is down slightly, but not as low as anticipated. The online/pick-up component is doing very well. Orders are averaging 40-something the last few weeks. Ordering/pick-up will remain available until the end of the Market season.

### **b) Marketing Committee**

The marketing action plan was reviewed and assessed on the progress of its implementation. The marquee sign for the Farmers Market is up at the Gellert and may remain up longer than we paid for. The Farmers Market is the only event running at the moment.

**11. New Business –**

**a) Support from ToHH for infrastructural and beautification projects**

Suzanne, Ted and Yaw met with ToHH staff and did a walkthrough of Downtown Georgetown. The top priority is for lighting in the Downtown, followed by the directional signs, Mill Street, the retaining wall on Back Street, the sidewalk on Back Street and the wayfinding sign (electronic board).

**Action: The BIA Manager to find out the \$ amount available from ToHH to the BIA for infrastructural and beautification projects.**

**Action: The BIA to continue the conversation with ToHH and to put a note for a wishlist as part of the McGibbon rebuild: 1) Lighting in Downtown, 2) Directional signs, 3) Retaining wall and sidewalk on Back Street.**

**Action: Find grants to assist the BIA in these projects.**

**b) Revisiting cancellation of Rock'n Roll'n Classics Car Show**

Bethany gave a brief presentation of ideas and proposals for the car show. Asking for sponsorships now is not seen as appropriate. There is also not enough time to organize the event. Car shows have been cancelled throughout Ontario. The Rock'n Roll'n Classics Car Show is cancelled.

**Action: Announce on social media the cancellation of the car show for this year and that it will return next year. Include the date for 2021.**

**c) Hallowe'en**

The library can put books on the windows. They can run a Story Walk. The BIA can create a scavenger hunt leading up to Hallowe'en. Maybe loot bags can be made for kids and businesses can contribute to the loot bags.

**Action: Bethany to create proposals on how Hallowe'en can continue as an event.**

**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 – July 14, 2020 meeting  
To be approved on August 11, 2020 – 9:00 AM Start**

<b><u>ACTIONABLE ITEMS</u></b>	<b><u>STATUS</u></b>
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.
The BIA Manager to find out the \$ amount available from ToHH to the BIA for infrastructural and beautification projects.	Ongoing.

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The BIA to continue the conversation with ToHH and to put a note for a wishlist as part of the McGibbon rebuild: 1) Lighting in Downtown, 2) Directional signs, 3) Retaining wall and sidewalk on Back Street.	Ongoing.
Find grants to assist the BIA in these projects.	Pending.
Announce on social media the cancellation of the car show for this year and that it will return next year. Include the date for 2021.	Completed.
Bethany to create proposals on how Hallowe'en can continue as an event.	Ongoing.