

Board Members Present: Suzanne Clarke (Vice Chair), Beverley King (Secretary), Randy Kerman (Past Chair), Cindy Robinson (Treasurer), Ted Flanagan, Sandy Mackenzie, Ron Quinlan.

Regrets: Connie Ward (Board Chair), Jane Fogal (Council Appointee)

Absent: Jamie Watt.

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

Guests: -

1. **Call to order – 9:02 A.M. By Connie Ward (Board Chair)**

2. **Acceptance of Agenda:**

Motion: To Approve the Agenda

Motion Moved By: Beverley King

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 July 14, 2020 Board Meeting

Motion Moved By: Suzanne Clarke

Second: Sandy Mackenzie

Motion passed

5. **Correspondence**
None

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

Attached

Hanging basket brackets are being installed by the Town for the Legion and Knox Presbyterian Church and The Flower Shed will put up the flower baskets soon. The bike rings will be installed, and discussions are taking place with the Town where to install them. The Town's patio program is still operating in the Downtown. The BIA won grant approval from OMAFRA. The Comeback Project video series was launched on YouTube and the BIA's other social media channels. The Town is still looking at options how to assist the BIA with its beautification efforts. The Halton Hills Chamber of Commerce has created a Diversity Committee, in which the BIA Manager is now a member. It looks like all businesses in the Downtown have re-opened now that Ontario is in Stage Three. Only one business White Rabbit Bookstore is closing. Its owner Tom is retiring. COVID was the catalyst and not the cause for closure.

Action: The BIA Manager to find out the budget the Town will provide to assist the BIA's beautification projects.

Action: The BIA Manager to reach out to BIA members and survey/collect feedback – how has the BIA done well, how can it improve, what are the weaknesses, how can we do better?

Action: *The BIA is to create a statement that stands behind the Diversity Committee (HHCOC). Find out from OBIAA what kind of statement or policy they have implemented in support of diversity.*

7. Financial Statements – Cindy Robinson

a) Acceptance of financial statements

Motion: To accept the July financial statements as presented

Motion Moved By: Cindy Robinson

Second: Randy Kerman

Motion passed

8. Business Arising

a) TOHH response to July 14 DGBIA Board motion

Board received.

b) Proposal for Halloween event

Bethany researched and created a proposal outlining what can be done without congregating crowds, staying within the mandate of social distancing and encourage the general public to continue to shop and visit Downtown Georgetown.

Action: *The BIA needs to clarify the objectives of the Halloween event and create activities with as much tie-in with the Downtown businesses. Have broader activities to allow more businesses to benefit. E.g. baking and cooking (food retail stores, cafes, bakeries), colouring and art projects (child-centric and education businesses), etc.*

Action: *There is already a scavenger hunt being created by the Town for the whole month of October as part of its Culture Days campaign. Find out more info about this and see if the BIA can tie its Halloween scavenger hunt into it.*

Action: *Launch the Halloween campaign on Friday, October 23rd, so the general public can start participating on Saturday, October 24th.*

Action: *As a conclusion event, consider having people dress up in costume and take a photo of themselves in Downtown. People can post their photos on social media, making sure to tag the Downtown Georgetown BIA. BIA staff can select a winner for the best costume.*

Action: *Beverley will create a contest policy. It will be presented at the September board meeting for board approval.*

c) Advertising for new board members

Action: *Advertise in the second week of September for a call to new board members applications. Suzanne, Beverley and Yaw will update the application form.*

d) Strategic Plan Committee

A Strategic Plan needs to be considered for various time frames: 6 months, one year, two years. It will be a catalyst for positive change and a roadmap for the BIA and its operations.

Action: *The BIA Manager to send to the board members dates and times to schedule a Strategic Plan Committee meeting. Clarify who is part of the Strategic Plan Committee.*

e) Bench in front of convenience store

Complaints are coming from business owners concerning undesirable behaviour taking place around this bench.

Action: *The BIA to find out what kind of loitering by-laws exist at the Town. Find out the options from the Town if the bench can be relocated, community police presence, etc.*

9. Council Update

None.

10. Committee Updates

a) Farmers Market

It is operating at capacity and there is a waiting list of vendors keen to partake. The general public still do not like the line ups. They are also asking for the mandatory wearing of masks.

Action: The BIA Manager to forward to Connie the email communication between him and Light Up The Hills as LUTH has sought intervention from her with regards to being allocated a booth at the Farmers Market.

b) Marketing Committee

The BIA Manager is in discussion with IFP. Negotiations for its quote are ongoing. There is no meeting scheduled for this month. The next meeting will take place in September.

11. New Business –

a) Revisiting guidelines for Façade Improvement Program

A BIA member asked the BIA to reconsider and offer the grant retroactively for work already done this year. E.g. patios.

Action: The BIA Manager to find out from the Town if for this year only the BIA can allow businesses to apply for FIP grant retroactively (after work was already done).

Motion: To receive all applications for work submitted after completion of work for Façade Improvement Program 2020

Motion Moved By: Ted Flanagan

Second: Randy Kerman

Motion passed

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 10:53 AM

Next Meeting – Tuesday, September 15, 2020 @ 9:00 AM

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.
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.
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.	Ongoing.
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.
The BIA Manager to find out the budget the Town will provide to assist the BIA's beautification projects.	Ongoing.
The BIA Manager to reach out to BIA members and survey/collect feedback – how has the BIA done well, how can it improve, what are the weaknesses, how can we do better?	Pending.
The BIA is to create a statement that stands behind the Diversity Committee (HHCoC). Find out from OBIAA what kind of statement or policy they have implemented in support of diversity.	Ongoing.
The BIA needs to clarify the objectives of the Halloween event and create activities with as much tie-in with the Downtown businesses. Have broader activities to allow more businesses to benefit. E.g. baking and cooking (food retail stores, cafes, bakeries), colouring and art projects (child-centric and education businesses), etc.	Completed.
There is already a scavenger hunt being created by the Town for the whole month of October as part of its Culture Days campaign. Find out more info about this and see if the BIA can tie its Halloween scavenger hunt into it.	Completed.
Launch the Halloween campaign on Friday, October 23 rd , so the general public can start participating on Saturday, October 24 th .	Pending
As a conclusion event, consider having people dress up in costume and take a photo of themselves in Downtown. People can post their photos on social media, making sure to tag the Downtown Georgetown BIA. BIA staff can select a winner for the best costume.	Pending.
Beverley will create a contest policy. It will be presented at the September board meeting for board approval.	Completed.
Advertise in the second week of September for a call to new board members applications. Suzanne, Beverley and Yaw will update the application form.	Completed.
The BIA Manager to send to the board members dates and times to schedule a Strategic Plan Committee meeting. Clarify who is part of the Strategic Plan Committee.	Completed.
The BIA to find out what kind of loitering by-laws exist at the Town. Find out the options from the Town if the bench can be relocated, community police presence, etc.	Completed.
The BIA Manager to forward to Connie the email communication between him and Light Up The Hills as LUTH has sought intervention from her with regards to being allocated a booth at the Farmers Market.	Completed.
The BIA Manager to find out from the Town if for this year only the BIA can allow businesses to apply for FIP grant retroactively (after work was already done).	Completed.