

**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)

**Guests:** -

1. Call to order – 9:06 A.M.     *By Beverley King (Acting Chair)*

2. Acceptance of Agenda:

**Motion: To Approve the Agenda**

**Motion Moved By: Ted Flanagan**

**Second: Sandy Mackenzie**

**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 11, 2020 Board Meeting**

**Motion Moved By: Ted Flanagan**

**Second: Ron Quinlan**

**Motion passed**

5. Correspondence

- a) **OBIAA Legislative Assembly of Ontario report**  
Report received.

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

***Attached***

- a) **Town's Patio Program.** Discussion on staff interactions with members. Confirmation from staff that they have had ongoing conversations with BIA members via email, social media, telephone calls and in-person. Discussion on member input into Al Fresco program. Staff confirmed that this was a Town initiative and the BIA and small businesses had little input.

**Action: Improve communications with BIA members. Also, communications between Town and the BIA should be ongoing for feedback and advocacy work.**

**Action: Councillor Jane Fogal will investigate the lack of communication from the Town to the BIA and its members since input from key partners and potentially participating members of the patios program would have seen greater success and usage of it.**

- b) **The Comeback Project video series.** Summer Student Dhruv Patel's contract ends soon. Discussion on how businesses were selected which included contacted members via phone, social media, or in-person. Not all businesses were comfortable participating and some considered the video the wrong medium to showcase their business.

- c) **Beautification lighting.** The Town has put out an RFP for 11 lights on Downtown trees. The estimate quote for the project is \$20,000 and the Town wants the BIA to pay 50% of the costs. Discussion on where all the money will come from and the timing of the project. Jane, Yaw and Town planner Bill Andrews are meeting to find out what can be done at Mill Street/Guelph Street.  
**Action: Councillor Jane Fogal to ask Damian Szybalski (Town) to join her, Yaw and Bill Andrews at their meeting.**

**7. Financial Statements – Cindy Robinson**

a) **Acceptance of financial statements**

The BIA is currently under-budget with plans for marketing budget underway.

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

**Motion Moved By: Cindy Robinson**

**Second: Ted Flanagan**

**Motion passed**

b) **Budget for next year – subcommittee**

**Action: Randy, Beverley and Cindy will draft a working paper.**

**Action: Beautification Committee must have a meeting to contribute their priorities to the budget.**

**Action: Marketing Committee must have a meeting to contribute their priorities to the budget.**

**Action: All priorities must be submitted to Cindy by the end of next week (Friday, September 25.)**

**8. Business Arising**

a) **New DGBIA Board members**

One new application received from Derek Smith (Moxxi's Boutique)

**Motion: The BIA to recommend Derek Smith as a new BIA board member to Town Council.**

**Motion Moved By: Suzanne Clarke**

**Second: Randy Kerman**

**Motion passed**

b) **Date for 2020 DGBIA Annual General Meeting**

Date set to Tuesday, November 3, 2020. 7:00 – 8:00 P.M.

Meeting will be held via zoom.

Discuss on potential speakers.

**Action: Staff to coordinate with Executive potential speakers for AGM and report at October meeting.**

c) **Contest and Lotteries policy**

**Motion: To accept the Contest and Lotteries policy for Downtown Georgetown BIA**

**Motion Moved By: Beverley King**

**Second: Randy Kerman**

**Motion passed**

d) **Revised proposal for 2020 Masquerade on Main and Mill**

Discussion on plans for the event which include week long programming that tie into businesses and includes promotions and social media contests. For example, the scavenger hunt will take place over two days to avoid overcrowding and promote social distancing in the Downtown. There will be a storefront display decorating contest, and businesses will have a chance to win money for their advertising efforts. There is a planned Halloween Storywalk offered in partnership with the library.

**Action: The BIA must clearly advertise that the Halloween activities will NOT be a trick-or-treating event. Be clear in all publicity on social media that no candy will be handed out.**

e) **2020 Holiday Magic proposal**

Discussion on alternatives for the Holiday Market since it cannot operate in the basement of Knox Presbyterian Church due to COVID restrictions. Staff proposed that the Market would have to take place on the street with space heaters to keep vendors and attendee's warm being an added cost. Entertainment would be included music through speakers. The horse-drawn carriage and pony rides could be included. Another suggestion was to spread the event into a month-long promotion/campaign similar to Halloween with stores encouraged to participate in activities such as a storefront display contest. Jamie Watt (Carpet One) offered a \$500 prize to the business with the best window display. The BIA is looking for ongoing attendance in the Downtown rather than event specific. Due to the complications and costs involved in running a Holiday Magic event, discussions took place about forgoing the event and instead better utilizing the available funds for the betterment of the whole of the Downtown area.

**Motion: To not have a Holiday Market for 2020 and to instead redirect funds for ownership of decorative lighting for the Downtown.**

**Motion Moved By: Randy Kerman    Second: Ted Flanagan**

**Motion passed**

**Action: The BIA Manager to investigate the prices of purchasing, installing and storing decorative lights for the Downtown area. Jamie Watt will assist the BIA Manager.**

**Action: The Beautification Committee to contribute their thoughts and suggestions about the decorative lighting, providing feedback to the Board.**

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

Update on the additions to the Town's Community Improvement Program. The Town wants to help the BIAs and businesses, which needs to be done within scope of available programs.

#### **10. Committee Updates**

##### **a) Executive Committee – Minutes attached.**

**Motion: To approve the Executive Committee minutes of August 24, 2020**

**Motion Moved By: Randy Kerman                      Second: Ted Flanagan**

**Motion passed**

##### **b) Strategic Planning Committee**

Committee met on Sept 1. They reviewed and updated the strategic plan. A draft will be presented at the next meeting.

##### **c) Marketing Committee**

Updates of marketing efforts is in the BIA Manager's report.

#### **11. New Business –**

##### **a) Advocacy letter from Burlington Downtown Business Association**

**Motion: To send a similar letter of support (to BDBA's) to Premier Doug Ford, Provincial Government representatives and Federal Government representatives, pending information from the Town confirming the situation is the same and that it also applies in Halton Hills.**

**Motion Moved By: Randy Kerman                      Second: Ron Quinlan**

**Motion passed**

##### **b) Façade Improvement Program**

The Town has approved the temporary revision of the FIP rules for this 2020 based on the special circumstances surrounding COVID19 closures. Business can submit applications for approval on work done retroactively. The new approval process is as follows: applications are first given to the Town for initial approval; once approve by the Town, the applications goes before the Façade Committee; and finally, the committee makes a recommendation to the BIA Board for approval.

**12. Meeting Adjournment:**

**Motion: To Adjourn**

**Motion Moved By: Randy Kerman**

**Second: Suzanne Clarke**

**Motion passed**

**Meeting adjourned at 10:21 AM**

**Next Meeting – Tuesday, October 13, 2020 @ 9:00 AM**

<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 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 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.
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.
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.
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.
Launch the Halloween campaign on Friday, October 23 <sup>rd</sup> , so the general public can start participating on Saturday, October 24 <sup>th</sup> .	Pending

**Downtown Georgetown BIA  
Board Meeting Minutes – September 15, 2020 meeting  
To be approved on October 13, 2020 – 9:00 AM Start**

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.
Improve communications with BIA members. Also, communications between Town and the BIA should be ongoing for feedback and advocacy work.	
Councillor Jane Fogal will investigate the lack of communication from the Town to the BIA and its members. Input from key partners and potentially participating members of the Al Fresco patios program would have seen greater success and usage of it.	
Councillor Jane Fogal to ask Damian Szybalski (Town) to join her, Yaw and Bill Andrews at their meeting.	
Randy, Beverley and Cindy will draft a working paper for budget 2021.	
Beautification Committee must have a meeting to contribute their priorities to the budget.	
Marketing Committee must have a meeting to contribute their priorities to the budget.	
All priorities must be submitted to Cindy by the end of next week (Friday, September 25, 2020).	
The BIA must clearly advertise that the Halloween activities will NOT be a trick-or-treating event. Be clear in all publicity on social media that no candy will be handed out.	
The BIA Manager to investigate the prices of purchasing, installing and storing decorative lights for the Downtown area. Jamie Watt will assist the BIA Manager.	
The Beautification Committee to contribute their thoughts and suggestions about the decorative lighting, providing feedback to the Board.	