

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, Ron Quinlan, Jamie Watt.

Regrets: Cindy Robinson (Treasurer)

Absent:

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

Guests: Derek Smith

1. **Call to order – 9:04 A.M. *By Suzanne Clarke (Acting Chair)***

2. **Acceptance of Agenda:**

Motion: To Approve the Agenda

Motion Moved By: Ted Flanagan

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 September 15, 2020 Board Meeting

Motion Moved By: Ted Flanagan

Second: Beverley King

Motion passed

5. **Correspondence**
a) None.

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

Attached

a) **Town's Patio Program.** The restaurants want to continue keeping their patios open beyond the October 31st deadline. The BIA Manager spoke to the Town and will hopefully receive official word on the extension of the deadline in the next few days.

b) **AGM.** The BIA Manager invited the Mayor, the Economic Development team and the Cultural co-ordinator at the Town to attend the AGM. The BIA Manager was still waiting for confirmation of attendance.

Action: The BIA Manager to reach out to the Town staff and confirm their attendance at the AGM.

Action: Announce the date of the AGM on social media

7. **Financial Statements – Cindy Robinson**

a) The treasurer Cindy Robinson has been away on vacation. No monthly financial report was received.

8. Business Arising

a) Beautification Projects Update – Yaw and Ted

An RFP was created by the Town. The Town estimates that the lighting project will cost \$40,000 and wants the BIA to be responsible for 50% (\$20,000).

Comments from discussion included: the gardens around the stone signs need to be better maintained and allow for the signs to be more visible; the trees on Mill Street should be lit; the BIA should consider co-sponsors to assist in the BIA's portion of the costs.

Motion: To go forward with the Town's proposal for the beautification lighting project, contributing to a maximum of \$20,000, and to move the financial surplus as capital expenses from this year 2020 to next year 2021 to pay for the \$20,000.

Motion Moved By: Ted Flanagan Second: Randy Kerman

Motion passed

b) Christmas/Holiday Decorations Update – Yaw and Jamie

Discussion on the holiday décor and lighting that will feature wreaths and garlands on poles with extra lights on them at a minimum. Note: Prefer to use white lights to extend usage from mid-November until the end of February; lack of infrastructure to support lighting posts on Mill Street.

Motion: To approve an additional \$10,000 to be put towards Holiday lighting and decorations for this year 2020 and includes the purchase and install.

Motions Moved By: Jamie Watt Second: Ron Quinlan

Motion passed

c) 2020 Holiday Market Proposal – Yaw

Board reviewed Holiday Market proposal to host market over three Saturdays at the end of November and the first week of December from 11am – 4 pm in the Church Street parking lot.

Motion: To host the Holiday Market for three Saturdays November-December 2020 with a maximum of 15 vendors per Market day.

Motion Moved By: Randy Kerman Second: Beverley King

Motion passed

d) 2020 Holiday Contests Proposal - Yaw

Board reviewed proposal for holiday contests that will be run similarly to the Halloween social media contests to encourage people to come into the Downtown. There will be window display contest with Jamie Watt providing the prize for the winning display.

e) Council approval of new Board Member Update

Derek Smith's approval as the BIA's new board member goes before Town Council tonight. OBIAA will let the BIA Manager know when the next upcoming governance workshop will be available for Derek to attend.

Action: The BIA office to have the BIA Binder ready for Derek Smith by the end of the week.

9. Council Update – Councilor Jane Fogal

Highlights include:

- The plaza at the Library and Cultural Centre is under construction. The hardscaping is being done now before the snow. It is a multi-year project and will have free wi-fi connection available.
- The rainbow crosswalk was installed by the library and received positive attention.
- The McGibbon project is being modified for more smaller units. The new proposal also has a public passage way from Mill Street to the Back Street parking lot.

Request from Board member to write letter of support for the McGibbon proposal was deferred until

the McGibbon's proposal's release on October 23 and after the public meeting before officially supporting the proposal.

10. Committee Updates

a) Budget Committee – Suzanne

The proposed budget for 2021 was presented.

Motion: To accept the 2021 budget as presented and to present it to the BIA membership for approval at the AGM on November 3rd, 2020.

Motion Moved By: Ted Flanagan

Second: Randy Kerman

Motion passed

11. New Business –

a) McGibbon Hotel – Notice of Received Application and Public Meeting

See Councilor Update.

12. Meeting Adjournment:

Motion: To Adjourn

Motion Moved By:

Second:

Motion passed

Meeting adjourned at 10:23 AM

Next Meeting – Tuesday, November 10, 2020 @ 9:00 AM

**Downtown Georgetown BIA
Board Meeting Minutes – October 13, 2020 meeting
To be approved on December 15, 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 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 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.
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	

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Town to the BIA and its members. Input from key partners and potentially participating members of the AI 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.	
The BIA Manager to reach out to the Town staff and confirm their attendance at the AGM.	
Announce the date of the AGM on social media.	
The BIA office to have the BIA Binder ready for Derek Smith by the end of the week.	
The BIA will wait for the McGibbon's proposal's release on October 23 and after the public meeting before officially supporting the proposal.	