

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

**Regrets:**

**Absent:** Ron Quinlan.

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

**Guests:** -

1. **Call to order – 9:03 A.M. By Connie Ward (Board Chair)**

2. **Acceptance of Agenda:**

**Motion: To Approve the Agenda**

**Motion Moved By: Beverley King**

**Second: Ted Flanagan**

**Motion passed**

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

None

4. **Approval of Previous Meeting Minutes**

**Deferred to next meeting. No minutes available.**

5. **Correspondence**

None

6. **Financial Statements – Cindy Robinson**

a) **Acceptance of financial statements**

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

**Motion Moved By: Cindy Robinson**

**Second: Randy Kerman**

**Motion passed**

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

**Attached**

Highlights include:

- The Halloween social media contests were positively received by BIA members and the general public.
- Holiday decorations for the Downtown will be discussed in Business Arising.
- The Holiday Market was approved by the Town and currently vendor applications are coming into the BIA office.
- There will also be Holiday social media contests and a Holiday storefront display contest.
- Social media posts for Holiday Market and Holiday efforts began this week.

**Motion: To accept the Manager's Report as presented**

**Motion Moved By: Ted Flanagan**

**Second: Derek Smith**

**Motion passed**

**8. Business Arising**

**a) McGibbon Hotel Public Meeting update**

There was a Zoom meeting on October 26<sup>th</sup> for updates on the McGibbon project and an opportunity for the general public to give feedback until November 16<sup>th</sup>. Project changes include: increase in number of units and a decrease in the amount of parking allotted per unit; brick on the façade will remain the same or be replaced with replica brick; retail space will be reduced from 13,000 square feet to 4,000 square feet; addition of a proposed walkway from Mill Street to the Back Street parking lot.

**b) Christmas/Holiday Decorations update**

There are hydro restrictions on Mill Street, so approval was sought from businesses to supply power from their external electrical outlets to power lights on Mill Street trees. Decorations have been bought for Main Street South. The decorations should come under budget. The deadline for the decorations to be up is December 1<sup>st</sup>. The ideal deadline is Saturday, November 21<sup>st</sup> to coincide with the Holiday Market.

**c) 2020 Holiday Market update**

Please see the Manager's Report.

**9. Council Update – Councilor Jane Fogal**

A consultant is working on the lighting project for the Downtown and is in the process of creating a design and estimate of cost. The Town approved the Transport Action Plan.

**10. Committee Updates**

**a) Executive Committee – AGM procedures**

The AGM went well. Not a lot of attendees outside of the BIA board even though members were informed of it via email, Mailchimp and social media. The challenge is how to get more members to attend the AGM going forward.

**Action: Election of the executive committee deferred to the next board meeting to ensure all board members are in attendance. This item will be included on the agenda for the December board meeting.**

**b) Strategic Plan Committee – Suzanne**

**Action: Suzanne to send the final document to the Strategic Plan Committee for review. Then circulate the final Strategic Plan document in the December board package.**

**11. New Business –**

**a) GoodSpark Small Business Grants Program - Connie**

Discussion on DeJardins Insurance offer of small businesses grants up to \$10,000 and similar incentives available.

**Action: Ask all insurance companies in the Downtown if they have something to help small businesses (like this small business grant) that the BIA can share to its members and to share their contact info for those requesting more information.**

**Action: Send all BIA members email with information for all grants/programs available to assist them via the insurance sector with details and contact information. Follow up with a phone call to BIA members.**

**12. Meeting Adjournment:**

**Motion: To Adjourn**

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

***Second: Ted Flanagan***

***Motion passed***

***There being no further business to conduct the Georgetown BIA adjourned at 9:51 AM***

**Next Meeting – Tuesday, December 8, 2020 @ 9:00 AM**

**Downtown Georgetown BIA  
Board Meeting Minutes – November 10, 2020 meeting  
To be approved on December 15, 2020 – 9:00 AM Start**

<b>ACTIONABLE ITEMS</b>	<b>STATUS</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
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.	
Defer the election of the executive committee to the next board meeting to ensure all board members are in attendance. Put it on the agenda for the December board meeting.	
Ask all insurance companies in the Downtown if they have something to help small businesses (like this small business grant) that the BIA can share to its members and to share their contact info for those requesting more information.	
Send all BIA members email with information for all grants/programs available to assist them via the insurance sector with details and contact information. Follow up with a phone call to BIA members.	
Suzanne to send the final document to the Strategic Plan Committee for review. Then circulate the final Strategic Plan document in the December board package.	

