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b) 2020 Holiday Market Update – Nikki (on behalf of Summer Student Bethany)

Well attended. Consensus was that the outdoor market in the Church Street market over three pre-Christmas dates should be repeated next year. Recommendation that heating devices be rented or purchased for the BIA staff, volunteers and vendors was received.

c) 2021 BIA event dates - Nikki

BIA 2021 events calendar was received. These dates will be passed on to the Town as proposed dates.

d) BIA website - Nikki

Titan Tek and Adweb.com are in the process of moving our website from Odyssey Solutions to IONOS. Our contract with Odyssey expires at the end of the 2020.

9. Council Update – Councilor Jane Fogal

Highlights include:

- Discover the Hills <https://www.haltonhills.ca/en/explore-and-play/discover-the-hills-2.aspx>
- The lighting project in Downtown Georgetown (Community Improvement Program).
- The Town budget was finalized at the Council meeting.
- Town approval of a trail connection that is pedestrian and cyclist-friendly.

10. Committee Updates

a) Strategic Planning Committee – Suzanne

The Strategic Planning work plan/map for 2021 will be included in the next board meeting's package. It is a working document.

Action: Next year will begin work for the formal creation of a new strategic plan for 2022.

11. New Business –

a) Election of DGBIA Executives

Board Chair

Motion: To nominate Connie Ward as Board Chair

Motion Moved By: Randy Kerman **Second: Beverley King**

Motion: To nominate Jamie Watt as Board Chair

Motion Moved By: Ted Flanagan **Second: Ron Quinlan**

Nominations were accepted. Voting was done via email.

Connie Watt was declared Board Chair.

Vice Chair

Motion: To nominate Jamie Watt as Vice Board Chair

Motion Moved By: Ron Quinlan **Second: Ted Flanagan**

Three calls, nomination was accepted

Jamie Watt was declared Vice Board Chair.

Secretary

Motion: To nominate Beverley King as Secretary

Motion Moved By: Randy Kerman **Second: Suzanne Clarke**

Three calls, nomination was accepted

Beverley King was declared Secretary.

Treasurer

Motion: To nominate Cindy Robinson as Treasurer

Motion Moved By: Ted Flanagan Second: Beverley King

Three calls, nomination was accepted

Cindy Robinson was declared Treasurer.

Past Chair

Randy Kerman remains Past Chair.

12. Meeting Adjournment:

Motion: To Adjourn

Motion Moved By: Randy Kerman Second: Jamie Watt

Motion passed

Meeting adjourned at 10:32 AM

Next Meeting – Tuesday, January 12, 2021 @ 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.	In progress - target April 2021
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 during car show, etc.) in return for a donation/payment to their organization.	On hold due to COVID Will resume when large events resume
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.	In progress - target February 2021
BIA will inquire from PPE suppliers if a group discount can be given to the BIA members.	DONE – June 2020
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.	In progress - target May 2021
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.)	DONE - Dec 2020
Continue to post social media messages about the guidelines and safety measures at the farmers market. As well, keep recruiting for volunteers.	DONE - Oct 2020
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	DONE - Oct 2020
The BIA Manager to find out the \$ amount available from ToHH to the BIA for infrastructural and beautification projects.	In progress
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.	In progress
Find grants to assist the BIA with Beautification projects including lighting in Downtown, Directional Signage, Retaining wall and sidewalk on Back Street.	In progress
Bethany to create proposals on how Hallowe'en can continue as an event.	DONE – Oct 2020
The BIA Manager to find out the budget the Town will provide to assist the BIA's beautification projects.	In progress – waiting on flower shed invoices
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?	DONE – Mar 2020
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.	In progress
Launch the Halloween campaign on Friday, October 23 rd , so the general public can start participating on Saturday, October 24 th .	DONE – Oct 2020
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	DONE – Oct 2020

**Downtown Georgetown BIA
Board Meeting Minutes – December 15, 2020 meeting
To be approved on January 12, 2021 – 9:00 AM Start**

social media, making sure to tag the Downtown Georgetown BIA. BIA staff can select a winner for the best costume.	
Improve communications with BIA members. Also, communications between Town and the BIA should be ongoing for feedback and advocacy work.	DONE – incorporated into goals for 20201
Councilor 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.	DONE – Nov 2020
Councilor Jane Fogal to ask Damian Szybalski (Town) to join her, Yaw and Bill Andrews at their meeting.	DONE – Sept 2020
Randy, Beverley and Cindy will draft a working paper for budget 2021.	DONE - Oct 2020
Beautification Committee must have a meeting to contribute their priorities to the budget.	DONE - Oct 2020
Marketing Committee must have a meeting to contribute their priorities to the budget.	DONE - Oct 2020
All priorities must be submitted to Cindy by the end of next week (Friday, September 25, 2020).	DONE - Oct 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.	DONE - Oct 2020
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.	DONE - Dec 2020
The Beautification Committee to contribute their thoughts and suggestions about the decorative lighting, providing feedback to the Board.	DONE - Nov 2020
The BIA Manager to reach out to the Town staff and confirm their attendance at the AGM.	DONE - Oct 2020
Announce the date of the AGM on social media.	DONE – Oct 2020
The BIA office to have the BIA Binder ready for Derek Smith by the end of the week.	DONE - Nov 2020
The BIA will wait for the McGibbon's proposal's release on October 23 and after the public meeting before officially supporting the proposal.	DONE -Nov 2020 no new action required