

9. Council Update – Councilor Jane Fogal

Highlights include:

- Discover the Hills – This is a collaboration between The Town, the BIAs and The Chamber of Commerce. It is on hold because of COVID.
<https://www.haltonhills.ca/en/explore-and-play/discover-the-hills-2.aspx>
- The lighting project in Downtown Georgetown (Community Improvement Program) is still in process of formulating. The Town is still investigating the lighting solutions for artist Ken Hall's metallic tree sculpture.

10. Committee Updates

a) Strategic Planning Committee – Suzanne

The updated Strategic Plan is valid until 2022. Next year, the BIA will need to create a new five-year plan. The current plan is a working document.

Action: Create a formal plan from the current Strategic Plan's working document for Board approval at the February meeting that can then be shared with members and the Town.

b) Marketing Committee – Suzanne

The first committee meeting will take place in early February. The goal is to have four committee meetings, positioned to coincide with the seasons. The strategic plan goal for marketing is to improve the BIA's SEO and digital efforts.

c) Farmers Market Committee – Randy

The usual next committee meeting takes place in March. The Holiday Market was very well received last year.

d) Beautification Committee – Jamie

The holiday lights will remain up throughout January. Many municipalities are keeping their holiday lights up to help cheer the community. Jamie found extra light decorations for next year at great prices. The board acknowledged Jamie's fantastic efforts in beautifying the Downtown.

e) Events Committee – Yaw

Action: Yaw to solicit members for the Event Committee. If not, event matters will be handled by the Marketing Committee.

11. New Business –

a) Election of DGBIA Board Chair

Board Chair

Motion: To nominate Jamie Watt as Board Chair

Motion Moved By: Beverley King

Second: Randy Kerman

Three calls, nomination was accepted.

Jamie Watt was declared Board Chair.

Vice Chair

Motion: To nominate Derek Smith as Vice Board Chair

Motion Moved By: Randy Kerman

Second: Ron Quinlan

Three calls, nomination was accepted.

Derek was declared Vice Board Chair.

Motion: A resolution to change the banking to our new executive: Chair Jamie Watt, Vice Chair Derek, Treasurer Cindy Robinson, Secretary Beverley King.

Motion Moved By: Randy Kerman

Second: Ted Flanagan

Motion passed

b) Board vacancy

Action: Yaw to put out a call to the BIA membership to notify that there is a board vacancy and that there is a new Board Executive Committee using the updated application form. Yaw is to send out application forms to the members with an appropriate application window of at least two-weeks as per the bylaws. Similarly applications should be submitted to the Chair. Board members are encouraged to approach BIA members to apply.

c) Procedures of the BIA office

Action: Yaw to draft a document that outlines the procedures for how to elect for an Executive Board position including timeframe, variances for new term elections vs mid-term elections.

Action: Yaw to draft a Board Vacancy policy, with procedures how a vacancy is filled. Reference Town by-laws.

Action: Staff will document all procedures for events and operations of the BIA office.
This is a succession issue and a procedures manual is an office priority.

d) BIA gift certificates

Action: The BIA gift certificates replacements are to be finalized and available by the end of the first quarter of 2021. The new certificates must be printed to minimize the risk of fraud. Priority to be given to the promotional gift certificates since they have expiry dates and are in higher demand for thank-you gifts and promotional purposed. Certificates that can be sold are also required but less of a priority.

Staff will report to the Marketing Committee on the status and progress of the new BIA gift certificates. The Executive will also be consulted.

Yaw, Jamie and Beverley will oversee the process of the BIA gift certificates.

12. Meeting Adjournment:

Motion: To Adjourn

Motion Moved By: Ted Flanagan Second: Cindy Robinson

Motion passed

Meeting adjourned at 10:16 AM

Next Meeting – Tuesday, February 9, 2021 @ 9:00 AM

<u>ACTIONABLE ITEMS</u>	<u>STATUS</u>
<p>BIA Gift Certificates:</p> <p>Investigate creating BIA gift certificates or coupons with expiry dates to offer to organizations like Light Up The Hills.</p> <p>The BIA gift certificates replacements are to be finalized and available by the end of the first quarter of 2021. The new certificates must be printed to minimize the risk of fraud. Priority to be given to the promotional gift certificates since they have expiry dates and are in higher demand for thank-you gifts and promotional purposed. Certificates that can be sold are also required but less of a priority.</p> <p>Staff will report to the Marketing Committee on the status and progress of the new BIA gift certificates. The Executive will also be consulted.</p> <p>Yaw, Jamie and Beverley will oversee the process of the BIA gift certificates.</p>	<p>In progress - target April 2021</p>
<p>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.</p>	<p>On hold due to COVID Will resume when large events resume</p>
<p>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.</p>	<p>In progress - target February 2021</p>
<p>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.</p>	<p>In progress - target May 2021</p>
<p>The BIA Manager to find out the \$ amount available from ToHH to the BIA for infrastructural and beautification projects.</p>	<p>In progress</p>
<p>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.</p>	<p>In progress</p>
<p>Find grants to assist the BIA with Beautification projects including lighting in Downtown, Directional Signage, Retaining wall and sidewalk on Back Street.</p>	<p>In progress</p>
<p>The BIA Manager to find out the budget the Town will provide to assist the BIA's beautification projects.</p>	<p>In progress – waiting on flower shed invoices</p>
<p>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.</p>	<p>In progress</p>
<p>Yaw to follow up on the Sumer Student Grant payment for 2020.</p>	<p>Completed.</p>
<p>Nikki to follow up on the Town's MAP reimbursement for 2020.</p>	<p>In progress</p>
<p>Yaw to collect all the unpaid invoices from Town's Public Works. E.g. snow clearing.</p>	<p>In progress</p>

Yaw to contact IFP/Metroland with a press release/feature article re: levy reduction for 2021.	Completed.
Strategic Planning Committee to create a formal plan from the current Strategic Plan's working document for Board approval at the February meeting that can then be shared with members and the Town.	In progress
Yaw to solicit members for the Event Committee. If not, event matters will be handled by the Marketing Committee.	In progress
Board Vacancy Yaw to out a call to the BIA membership to notify that there is a board vacancy and that there is a new Board Executive Committee using the updated application form. Yaw is to send out application forms to the members with an appropriate application window of at least two-weeks as per the bylaws. Similarly applications should be submitted to the Chair. Board members are encouraged to approach BIA members to apply.	Completed.
Yaw to draft a document that outlines the procedures for how to elect for an Executive Board position including timeframe, variances for new term elections vs mid-term elections.	In progress
Yaw to draft a Board Vacancy policy, with procedures how a vacancy is filled. Reference Town by-laws.	Completed.
Staff will document all procedures for events and operations of the BIA office.	In progress