
There may be 1-2 applications. The executives need to meet, then send a recommendation to the board. Once the board nominates the new board member, the nomination is then forward to the Town for final approval.

b) BIA gift certificates update

Artistic renderings were presented to the board. The priority is to have the gift certificates and cash value cards available as soon as possible, with the hope to have them circulating to the public in March. The gift cards are to be available for purchase with cash, debit and e-transfer.

Action: Yaw to carefully review the Lottery Law conditions and restrictions to ensure the gift certificates are legal and fit into provincial/national terms, conditions and definitions.

Action: Yaw to send final wording of the gift certificates first to Beverley and Jamie for approval, before being sent to the marketing committee.

Action: Yaw to send a copy of the Lottery Act/Laws/requirements to the Marketing Committee members so they may familiarize and become knowledgeable too.

Action: Ensure that the designs on the gift certificate card and the cash value cards are different, so it is visibly easier to differentiate between the two.

Action: Consider using Square as another financial transaction option for the gift certificates.

c) Strategic Plan formal document

Action: Beverley to please reformat the Strategic Plan formal document for easier printing capabilities.

d) Adoption of Procedures Manual for Board Vacancies

A procedures manual is necessary for board vacancies and is based on the Municipality's by-laws. It is part of succession planning efforts.

Action: Yaw to include the Code of Conduct training into the procedures to fill Board vacancies document. Training needs to occur prior to Town approval of the Board nominee.

9. Council Update – Councilor Jane Fogal

Highlights include:

- The Town continues to investigate and plan improving the Downtown's streetscape and showcasing the metallic tree sculpture. They are reaching out to the artist of the sculpture (Ken Hall, 519-925-4003, ken@kenhallart.com).
- The Town is looking for a new supplier for the solar lights by Guelph and Mill Streets.
- The Town is exploring options for new metal posts for Mill Street.
- Halton Region and the Town are trying to engage public participation in the 30-year planning for Town development, farm land, etc.
- A new application for a multi-floored residential building on Mill Street has been submitted to the Town.

10. Committee Updates

a) Marketing – Suzanne

The Committee met. Priority has been given to obtain information and pricing quotes for SEO. Priority has also been given to update the BIA website. Yaw, Jamie and Suzanne will be meeting with Metroland this Friday.

b) Farmers Market - Yaw

The Farmers Market season is likely to go ahead this year, with COVID restrictions like last year. New and existing vendors are already expressing interest in being a part of this season.

11. New Business – Jamie

a) **New ideas for events and activities for 2021**

Action: Board members to please submit their ideas and wish list for the Downtown (2021) via email to Yaw. E.g. lit arches into the Downtown area, event like “Taste of the Downtown”, virtual events model like a wine and cheese tasting (i.e. collect your cheese tray and wine and then join store online via Zoom and learn about how to pair wine with cheese etc.), interview the businesses in the Downtown on Facebook Live videos, etc. Look at examples from other towns and cities.

Action: Yaw to look at the events calendars from other BIAs for additional ideas for the Downtown.

Action: Post videos from the Downtown businesses onto the BIA’s YouTube channel, and then they will automatically appear on the BIA website. Make sure that the videos have closed captioning for AODA compliance.

12. Meeting Adjournment:

Motion: To Adjourn

Motion Moved By: Randy Kerman Second: Ted Flanagan

Motion passed

Meeting adjourned at 10:03 AM

Next Meeting – Tuesday, March 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>Pending.</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>Pending - 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</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>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>
<p>Strategic Planning Committee to create a formal plan from the current Strategic Plan's working document for Board approval at the February</p>	<p>In progress</p>

meeting that can then be shared with members and the Town.	
Yaw to solicit members for the Event Committee. If not, event matters will be handled by the Marketing Committee.	In progress
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
Staff will document all procedures for events and operations of the BIA office.	In progress
Yaw to carefully review the Lottery Law conditions and restrictions to ensure the gift certificates are legal and fit into provincial/national terms, conditions and definitions.	Completed
Yaw to send final wording of the gift certificates first to Beverley and Jamie for approval, before being sent to the marketing committee.	Completed
Yaw to send a copy of the Lottery Act/Laws/requirements to the Marketing Committee members so they may familiarize and become knowledgeable too.	Completed
Ensure that the designs on the gift certificate card and the cash value cards are different, so it is visibly easier to differentiate between the two.	In progress
Consider using Square as another financial transaction option for the gift certificates.	In progress
Beverley to please reformat the Strategic Plan formal document for easier printing capabilities.	In progress
Yaw to include the Code of Conduct training into the procedures to fill Board vacancies document. Training needs to occur prior to Town approval of the Board nominee.	Completed
Board members to please submit their ideas and wish list for the Downtown (2021) via email to Yaw. E.g. lit arches into the Downtown area, event like “Taste of the Downtown”, virtual events model like a wine and cheese tasting (i.e. collect your cheese tray and wine and then join store online via Zoom and learn about how to pair wine with cheese etc.), interview the businesses in the Downtown on Facebook Live videos, etc. Look at examples from other towns and cities.	In progress
Yaw to look at the events calendars from other BIAs for additional ideas for the Downtown.	In progress
Post videos from the Downtown businesses onto the BIA’s YouTube channel, and then they will automatically appear on the BIA website. Make sure that the videos have closed captioning for AODA compliance.	Pending