



MINUTES - MEETING OF THE UXBRIDGE BIA BOARD OF MANAGEMENT

Thursday, Apr. 25th, 2024 7:00 p.m.

LOCATION: Municipal Offices Boardroom / Microsoft Teams

Attendance: Joanne Richter (Joined at 7:30pm), Sierra Miller, Willie Popp, Zed Pickering, Todd Snooks, Dana Middleton, Lisa Ritchie (Virtually)
Guests: Kurtis McAleer, Vessna Romero
Regrets: Yiyuan Wang, Lee Hawn, Valerie Little

1.0 CALL TO ORDER by Board Member Dana Middleton – 7:04p.m.

2.0 DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF – none.

3.0 APPROVAL OF AGENDA for meeting dated Apr. 25th, 2024 –

- Motion to approve the agenda: Willie 2nd: Zed

4.0 ADOPTION OF MINUTES for meeting dated Mar. 28th 2024 –

- Motion to adopt minutes: Lisa 2nd: Todd

5.0 DELEGATIONS

5.1 Vessna Romero: Customer Appreciation Day Event – Vessna discussed the success of last year’s inaugural event and the intention on expanding the event this year taking place on Aug. 9th. Vessna requested support in the form of communications, particularly in reaching out to other BIA businesses.

- **Action Item:** Sierra to work with Vessna on communication materials.
- Motion to support in principle and have staff work with Vessna on business involvement: Willie 2nd: Dana.

6.0 BOARD BUSINESS –

6.1 New BIA Chair Discussion – The board agreed to table this conversation for another month when more board members are in attendance.

6.2 Sign By-Law Discussion – The board shared comments and questions they have regarding the Sign By-Law for a future discussion with Development Service staff, including whether there exists a formal process that businesses are required to follow for approval of signage. A question was also raised regarding the steps of the approval process as well as the need to understand the necessary actions and documentation required for to have a signage approved.

- **Action Item:** Sierra to send email to the board on any further questions they have on the topic and will coordinate a meeting with Development Services.

6.3 Springtide Follow Up Discussion – **Joanne declared a pecuniary interest on this topic and removed herself from the conversation.* The board discussed ways in which BIA businesses can

benefit more widely from Springtide and how a sponsorship could contribute to this initiative. The board discussed various options, such as a wristband discount program, a passport or coupon booklet, however it was determined that there would not be enough time to coordinate any of these options effectively. The board ultimately agreed to sponsor a live musician at the BIA Hut located in the Town Square for a cost of up to \$1000.

- **Action Item:** Sierra to work with Tania on the BIA sponsoring a musician to play at Town Square and the costs associated with this.

- Motion to sponsor a musician/live performance at the BIA Hut in the Town Square, with automatic approval if costs do not exceed \$1000.

7.0 CORRESPONDENCE – none.

8.0 REPORTS AND UPDATES –

8.1 Downtown as a Destination: Kurtis McAleer – Kurtis presented marketing materials to the board for event promotion. The board provided feedback on the materials and Kurtis will continue to develop communication assets for use by the BIA and other stakeholders generally.

9.0 OTHER BUSINESS –

9.1 OBIAA Conference Reminder – Sierra reminded the board that the OBIAA conference is upcoming for those who are attending.

10.0 FINANCE / BUDGET – none.

11.0 NEW BUSINESS –

11.1 New North Durham Chamber of Commerce – Willie and Sierra spoke to dissolution of the Uxbridge Chamber of Commerce and the development of the North Durham Chamber of Commerce consisting of Scugog, Brock and Uxbridge.

- **Action Item:** Sierra to forward the press release announcing the new chamber to the board.

12.0 BOARD ROUND TABLE – the board shared their respective updates.

13.0 ADJOURNMENT – motion to adjourn at 8:29p.m. Todd 2nd: Lisa

Next meeting: May 23rd @ 7:00p.m.