



MINUTES OF THE UXBRIDGE BIA BOARD OF MANAGEMENT
Tuesday, July 23rd, 2024 7:00p.m.
LOCATION: Municipal Offices boardroom / Microsoft Teams

Attendance: Dana Middleton, Lisa Ritchie, Sierra Miller, Zed Pickering, Joanne Richter, Lee Hawn, Willie Popp, Yiyuan Wang

Regrets: Valerie Little, Todd Snooks

1.0 CALL TO ORDER by Chair, 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 August 22nd, 2024 –

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

4.0 ADOPTION OF MINUTES for meeting dated July 23rd, 2024 –

- Motion to adopt minutes: Joanne 2nd: Lee

5.0 DELEGATIONS – none.

6.0 BOARD BUSINESS –

6.1 Winter Décor:

Board discussed options previously shared. Decided on the 4’ Coral in two tone snowflake light mounts.

Motion: To approve in principle the ordering of lighted holiday decor as voted, under current budget allotted of 30,000 with the final figures to be confirmed – moved by Joanne; seconded: Willie

Action item: Katlyn to order holiday lighting and send final figures to board.

6.2 “Diva Night” Event Planning:

Board discussed Diva Night proposal prepared by Lee. October 17th was the decided date for the Thursday night activities to take place. Can include fashion shows, photobooths, a special menu, a screening at the Roxy etc. Idea put forward that Uptown businesses could partner with Downtown businesses, like a buddy system. A working group was formed.

Motion: To re-allocate funds in the budget designated as HUCK FINN to be for the proposed DIVA NIGHT event, and in principle to approve to distribute funds as DIVA NIGHT working group recommends. First: Lee, Second: Joanne

Action item: Katlyn/Lee to draft email template to send to BIA mailing list.

6.3 Banners:

Board discussed how to spend the \$21,000 allocated for new 'shop, dine, explore' banners. Discussed using a local artist to design using a template like the logos used for tourism. First in black and white and then we can pull colours after the initial template is secured. The board also reviews banner templates sent in from a company that was working on the Downtown as a Destination project. The board did not feel these banners aligned with their vision and noted they cannot use them uptown.

Action item: Katlyn to engage with local artist to begin design work.

6.4 Holiday Ad Promo:

Board discussed how we went over budget this last year. Also discussed the possibility of using 105.5 Hits FM.

Motion: To continue on with using the Holiday Ad Promo, First: Zed, Second: Lee

Action: Katlyn to contact Cosmos to reserve space and draft email for mailing list.

7.0 CORRESPONDENCE –

8.0 REPORTS AND UPDATES –

9.0 OTHER BUSINESS –

BIA Clothing: Katlyn to double check with Sierra if she looked into this.

10.0 FINANCE / BUDGET –

10.1 Operating Budget: Board discussed potential issue with September 13th due date. Still need confirmation from Treasury regarding changes to staff budget. Board also discussed Lisa taking lead on the budget preparation.

Action: Katlyn to request extension until October for BIA Operating Budget.

11.0 NEW BUSINESS –

- **11.1 AGM:** November 26th was selected as an AGM date to inform public regarding updates and a discussion about our Levy.
- **11.2 Easter Event:** Board discussed to inquire about the Easter event budget. Katlyn to ask Sierra regarding its place in the budget.

- **11.3 Spooky Saturday:** Board discussed engaging BIA businesses in this years Spooky Saturday event on October 26th. Also discussed sourcing candies from BIA businesses.

12.0 BOARD ROUND TABLE – board members shared their updates.

13.0 ADJOURNMENT – 8:54pm

Next meeting: September 26 , 2024 @ 7:00p.m.