



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

**Attendance:** Valerie Little, Todd Snooks, Dana Middleton, Lisa Ritchie, Sierra Miller, Zed Pickering

**Guests:** Lisha Van Nieuwenhove, Kyle Rainbow, Lisa Cook

**Regrets:** Yiyuan Wang, Joanne Richter, Lee Hawn, Willie Popp,

**1.0 CALL TO ORDER by Vice Chair, Valerie Little – 7:01p.m.**

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

**3.0 APPROVAL OF AMENDED AGENDA for meeting dated May 23rd, 2024 –**

- Motion to approve the agenda: Todd 2<sup>nd</sup>: Lisa

**4.0 ADOPTION OF MINUTES for meeting dated Apr. 25<sup>th</sup>, 2024 –**

- Motion to adopt minutes: Dana 2<sup>nd</sup>: Todd

**5.0 DELEGATIONS –**

**5.1 Lisha Van Nieuwenhove – Uxbridge Cosmos:** Lisha discussed recent concerns regarding the Uxbridge Cosmos and stated she is open to any opportunities where BIA can partner with the Cosmos, especially for special events and offers for BIA businesses. Lisha expressed her desire to be more involved in the BIA. The board discussed the possibility promoting some sort of Uxbridge Cosmos advertising opportunity in an upcoming newsletter.

- **Action Item:** Sierra to confirm with the Clerks Department on BIA Business advertising opportunities in the Uxbridge Cosmos.
- Motion to have BIA staff confirm advertising opportunities for BIA Businesses and work with Lisha on BIA newsletter promotion if applicable: Zed, 2<sup>nd</sup>: Lisa.

**5.2 Kyle Rainbow – Director of Development Services:** Kyle provided an overview of sign permits process, including how to locate the sign permit application and fact sheet on the website. He informed that businesses can apply online and complaints about non-compliant signs can be filed with the By-Law Department.

**5.3 Lisa Cook – Precious Minds:** Lisa Cook, representing Precious Minds, discussed brainstorming ways to publicize job opportunities for her clients with development challenges. She also discussed the benefits of fractional employment for her clients.

- Motion to work with Lisa to include a section in an upcoming BIA newsletter highlighting employment opportunities for individuals with development challenges to BIA Business and the benefits it can bring for both the employer and employee alike: Todd 2<sup>nd</sup>: Dana.

## **6.0 BOARD BUSINESS –**

**6.1 New BIA Chair Discussion:** Dana has offered to step into the role of BIA Board of Directors' Chair with Joanne's 1-year term concluding in April 2024. Valerie will remain Vice Chair. As Dana cannot vote on this matter, a motion will be put forth at the next BIA meeting to confirm the transition from Joanne to Dana as Chair.

**6.2 Shear Display Contract Renewal:** The board agreed to renew the shear display contract before September 1, 2024.

- Motion to renew Shear Display Contract: Todd 2<sup>nd</sup>: Dana

**6.3 BIA Pride Lanyards/Window Clings:** The board discussed the various quotes received for lanyards and window clings for Pride Month. The board agreed to place another order of 100 lanyards from Pflag like the year prior as there was a lot of interest. Distribution to occur on a first-come-first-serve basis, with a limit of 2 lanyards per business with the possibility of providing additional lanyards to interested businesses if there are extra units left over.

- **Action Item:** Sierra to coordinate the purchase of the lanyards and the distribute to BIA Businesses.
- Motion to purchase 100 BIA Pride lanyards from Pflag for approximately \$300: Zed 2<sup>nd</sup>: Dana

**7.0 CORRESPONDENCE – none.**

## **8.0 REPORTS AND UPDATES –**

**8.1 Downtown as a Destination – Kurtis McAleer:** Sierra provided an update on Kurtis' behalf, stating the branding RFP as been sent off and final branding package is to be completed near the end of July. Report to Council requesting a downtown social media account being presented on May 27<sup>th</sup>. Marketing campaigns continue to be developed.

## **9.0 OTHER BUSINESS –**

**9.1 Holiday Trail Christmas Crawl Merge:** Sierra and Dana discussed the partnership between Tourism's Holiday Trail and Cindy Wood Team's Christmas Crawl. The two events are merging, however the Christmas Crawl will continue to support the Hospital and contain the same aspects as years prior, such as the raffles.

## **10.0 FINANCE / BUDGET –**

**10.1 2024 Q1 Report:** Received for information.

**10.2 April YTD Report:** Received for information.

**11.0 NEW BUSINESS** – Sierra provided an update on Springtide support, stating Tania is hoping to have kids activations and workshops, however it may not be occurring in the Circle K parking lot due to space limit. The board agreed to continue to provide a \$1,000 support for Springtide in general, rather than sponsoring a specific event/activation. Sierra to discuss with Tania a plan for next year on a specific sponsorship.

- Motion to approve a \$1,000 support for Springtide generally: Dana            2<sup>nd</sup>:  
Todd

**12.0 BOARD ROUND TABLE** – board members shared their updates.

**13.0 ADJOURNMENT** – Meeting adjourned at 8:43p.m.

Next meeting: June 27th, 2024 @ 7:00p.m.