



MINUTES OF THE UXBRIDGE BIA BOARD OF MANAGEMENT
Thursday, September 26th, 2024 7:00p.m.
LOCATION: Municipal Offices boardroom / Microsoft Teams

Attendance: Dana Middleton, Lisa Ritchie, Katlyn Jones, Zed Pickering, Lee Hawn, Willie Popp, Todd Snooks, Joanne Richter

Regrets: Yiyuan Wang

1.0 CALL TO ORDER by Chair, Dana Middleton – 7:00p.m.

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

3.0 APPROVAL OF AGENDA for meeting dated **October 21st, 2024** –

- Motion to approve the agenda: Lisa 2nd: Lee

4.0 ADOPTION OF MINUTES for meeting dated **September 26th, 2024** –

- Motion to adopt minutes: Lee 2nd: Lisa

5.0 DELEGATIONS

5.1 LEA Consulting Ltd: Robert Keel and Christy Leung

2024 Township of Uxbridge Parking Study. Key focus areas include Brock St W and Downtown Municipal lots. Looking at parking demand as well as parking policies. The goals of the study are to optimize parking supply, to repurpose underutilized surface lots for new development and create a more vibrant and pedestrian friendly downtown. Key discussion questions outlined in the online survey were shared with the board for discussion.

- Have businesses or customers voiced concerns regarding parking availability, design, time limits, enforcement, accessibility, bike parking, EV charging, and any other parking concerns.
- Concerns regarding the parallel parking and angled parking near upper Brock St., it has been designed for smaller vehicles, but no signage has been included to communicate this. As well the angled parking is designed to make you reverse up a hill and is unsafe.
- Cars overstay their time limit, and it is not enforced. Reactive enforcement. A few businesses offer treatments that exceed the three-hour limit, i.e. movie theatre, hair salons, spas etc. Residents parking overnight. Lack of meter makes this issue non-emergent to vehicle owners.
- Paid parking can be used to result in turnover; it is not being suggested necessarily but can be considered. Consensus was it could deter locals from exploring and using their downtown shops.

- Weekdays tend to be harder to find shopping versus weekends.
- There is a very limited amount of accessible car parking downtown, due to the parallel parking design on the Regional Road. Our demographic's age is higher than the Provincial average.
- Bike parking is short term downtown, less commuter traffic.
- EV Charging has been brought up in discussions.

Parking study will be ongoing for the next 4 to 5 months.

Action: Katlyn to share tourism data to understand the demographic of shoppers.

6.0 BOARD BUSINESS –

6.1 Winter Décor:

Waiting for confirmation on a few concerns raised by public works to order lights. Turn around was 2 days for shipping so it should not be an issue to get them before the Santa Claus Parade. Shear display is contracted to install and store for \$130 each plus tax.

Katlyn to ask if putting up less banners will decrease our costs for that – is this just an increase.

Cost for 20 lights: USD \$12,200, shipping = \$1074.01, = 13,274.01

CAD= 18,600

Up and down = \$2600 plus taxes

Total = \$21.5k approximately with exchange

Budgeted amount was \$30k

6.2 “Ladies Night” Event Update:

Overall a successful turnout, great feedback from business owners. Lots of people came from out of town, and transactions were made. Other feedback was people were happy with the treats from other businesses. Everyone was in a good mood.

Winners of ballots were drawn.

Action: Katlyn and Julia to compile postal code data and share with board.

6.3 Banners:

Use of banner design could be used in print media, ballots, branding, digital marketing etc. Timeline of banner life would be approximately 9 years.

Shop, dine, explore themes revisited.

Emphasize the commercial portion of Downtown

Action: Katlyn to meet with artist, ask about renewal fee and discuss board's thoughts.

6.5 Spooky Saturday Update:

35 businesses signed up. 3 to 2 boxes per business. Willie and Katlyn to purchase and hand out candy on Thursday.

6.6 Holiday Trail:

SEO discussion to be had with Lara.
Registration low – use ACTION needed subject line.

6.7 Rules of Procedure Change:

Edits to be made for next BIA meeting.

6.8 Santa Claus Parade:

The board discussed having traffic driven inside shops to vote for best float, decided on QR codes to scan for best float on windows. BIA hut at Circle K, serving hot chocolate and use hut for photo op with Santa and Mrs. Claus.

7.0 CORRESPONDENCE –

Resident emailed regarding issues at lights. Received for information.

8.0 REPORTS AND UPDATES

9.0 OTHER BUSINESS –

9.1 Vacant position: BIA Board interested in posting for position(s).
Action: Chair to reach out to board members regarding absentee.

10.0 FINANCE / BUDGET –

10.1 Operating Budget:

OB Prep returned with questions. New GL created for ladies night.

Reply to Tobi: We are not using the surplus from 2024, carrying over to 2025.
Next steps: to present the budget to Council, and address this with Tobi – also the increase to the min. and max. for levy increase.

Motion to approve 2025/2026 OB Budget Prep as prepared: Lisa, Lee

11.0 NEW BUSINESS –

11.1 Funding announcement by MMP Bethlenfavy OCIF, funds critical infrastructure to be renewed, \$911k.

11.2 RED Grant announcement, \$29k committed to our Downtown Revitalization.

12.0 BOARD ROUND TABLE – board members shared their updates.

13.0 ADJOURNMENT – 9:30pm

Next meeting: Nov. 28th, 2024 @ 7:00p.m. Board Room A