



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
Regrets: Valerie Little, Todd Snooks, Yiyuan Wang, Joanne Richter

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 August 22nd, 2024 –

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

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

- Motion to adopt minutes: Zed 2nd: Willie

5.0 DELEGATIONS – none.

6.0 BOARD BUSINESS –

6.1 Winter Décor:

Procurement – go through Kristi to get only one quote. Look at schedule to determine – Nov 16th weekend

Double check hardware

Shear Display – costs to store and install

Brock St. (Upper and Lower)

Phase 1 and Phase 2 – for Toronto Street

6.2 “Ladies Night” Event Planning:

Registration is going well, 16 businesses signed up so far, 1 hosting an afterparty. We will want to push to restaurants to go after shopping. Katlyn to coordinate food.

Katlyn and Willie to get gift certificates – to locations.

Cosmos offering discounted rates on advertisements - Katlyn to discuss with Lisha, and draft an email to send, and then create an ad ourselves, put Map in Cosmos. Possible use the Township Page. Digital sign and arena sign have been updated with ladies night advertisements.

Katlyn to print off posters and hand out.

6.3 Banners:

Board wanted to get a firm quote from Tracy Walker for banner designs.

6.4 Santa Claus Parade:

Motion to approve \$1500 donation to 2024 Santa Claus Parade: Lee, Lisa

6.5 Holiday Trail:

Vintage Christmas is the theme.

Look at closing Spruce street or Bascom Street for Centre spot

Sponsor the trail with purchasing SEO for advertisements

Motion to support the Holiday Trail with \$1500: Lee, Willie

6.6 Rule for procedure change:

Action: Katlyn to Review with Clerk: number of members and adding Councillors, Chair to be signing the minutes, change pronouns to “they/them”, should we be updating both Terms of References and Rule for Procedure.

7.0 CORRESPONDENCE –

7.1 Pulsars request for Ribbon Opening: received and forwarded to staff and council. (Non BIA business).

7.2 Member Resignation: receive resignation and forward to Council

8.0 REPORTS AND UPDATES –

9.0 OTHER BUSINESS –

9.1 Spooky Saturday: Time change from 5 hours to 3 hours: 11:00 – 2:00pm

9.2 BIA Clothing: Katlyn to ask for silk screening quote to compare to embroidery. BIA board members to bring article of clothing to next meeting as well as payment for Katlyn to arrange for drop off and pick up.

10.0 FINANCE / BUDGET –

10.1 Operating Budget:

Lisa to plot in 2025 and 2026 budget items and then send to Board to review.

Motion: to make a 5% increase to levy annually for 2 consecutive years beginning in 2025, upon confirmation of 2025 budget approval.

and then to be re-evaluated – has not been increased since 2014 and then to communicate this to BIA members.

Lee and Lisa

11.0 NEW BUSINESS –

11.1 Train Station RFP has begun, many interested parties – very likely a train tourism business will be in place.

12.0 BOARD ROUND TABLE – board members shared their updates.

13.0 ADJOURNMENT – 9:10 pm

Next meeting: October 24, 2024 @ 7:00p.m. To confirm date.