

BIA BOARD OF MANAGEMENT MEETING

Thursday, June 25, 2009
Township Office Boardroom
51 Toronto Street South
Start: 6:30 PM Finish: 9:00PM

DRAFT

IN ATTENDANCE

Bev Leslie – Chair
Kerri Gallacher – facilitator

Board:
Jim Byers
Pat Mikuse
Scott Rutledge
Jack Ballinger

Bev called the meeting to order at 6:35PM. Quorum present.

Motion to approve minutes as read – Jim Byers. Scott Rutledge approved.

The invoices were listed.

Company Name	Project	Account	Amount
Red Hot Design	Sidewalk Sale Balloons	8403	587.60
	Big Dig Flyers	8405	33.45
	Big Dig and Sidewalk Sale	8402	113.00
	Big Dig Artwork and Balloons (Sale)	8405	123.85
	Big Dig Meeting Artwork and Sale Posters	8403	118.09
	TOTAL		975.39
Uxbridge Cosmos	Moonlight Madness Ad (2 invoices)	8402	383.25
Uxbridge Times	Sidewalk Sale	8402	341.25
Mondo Hair Salon	Sign Re-Imbursement	2190	500.00
The Sub Shoppe	Sign Re-Imbursement	2190	403.54
The UPS Store	Faxing	2210	4.04
Deloitte & Touche	Financial Statements	2212	645.75
Leslie Warren	Salary	2208	1093.31
Back2Front	Website	2215	246.75
Red Hot Design	Big Dig and Sidewalk Sale (3 invoices)	8403	118.09
		8405	33.45
		8408	113.00
	TOTAL		264.54
Uxbridge Pharmachoice	Sign Re-Imbursement	2190	500.00
Kerri Gallacher	Salary	2208	229.69

Kerri to talk to Treasurer re. Deloitte & Touche to clarify amount billed and will report back at next meeting.

Scott

Motion to pay invoices.
Motion seconded by Pat.

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All in favour.

Guest Speakers (2):

Sherry Sopha MacDonald from Durham Radio

Proposed idea of having "Big Dig" campaign run from live remotes at the site throughout the construction process. Idea would be to have live on-site promotional prizes each month with large prize at the end.

Bev suggested Jim Williamson be contacted for further discussions as he is the lead on advertising. Scott would like to see this type of promotional tool used at the end of the construction to add to the excitement – Jack agreed.

Council moved to acquire more information from Sherry through Jim Williamson and council will discuss further at that time.

John McKutcheon from Uxbridge Naturally

John came to the BIA as a representative of the Trail Capital of Canada Committee. The Committee is asking the BIA for their support in the promotion of this designation. They would like to see promotions in Uxbridge stores. There will be a celebration of Trails in Elgin Park on October 3rd and the Premier will be in attendance. The BIA Board was interested in participating. John McKutcheon will write up a short news piece for the next newsletter. Discussions on this group will continue.

Shop Local - BIA Bucks

Bev stressed the need for the BIA bucks to be uniform and consistent so that they are readily recognizable by both merchants and customers. Decals could be put in store windows to let customers know they can redeem their "bucks" at that location. Kerri will source a price for these decals. Item will be brought forward to next meeting.

Christmas Committee Meeting

Scott, Pat and Bev – the Christmas Committee – will hold a planning meeting and will report back at the next meeting.

Big Dig Beach Party

Party is set for July 10th, 2009 from 6:30 – 11:30. Spruce Street will close down to accommodate the event. Contractor from the Big Dig will supply and clean up sand free of charge. Bev is sourcing a band for the event. Dunk tank is arranged as are wading pools. Kerri to send note to food related BIA members to see if any are interested in running a bbq with the proceeds remaining with that member.

Advertisement will come from Big Dig budget. Jim Byers moved to approve the event. Scott Rutledge seconded the motion.

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Big Dig Update

Bev is very pleased with the contracting company. Scott has canvassed affected stores and has heard no major complaints. Kerri to ask Cheryl from Red Hot Designs for a pdf of the Sammy Sewer template so that updates can be done quickly within the group.

Committee Rep Reports

Tobin was not present to discuss CPAC.

Bev reported on reconciliation committee – waiting for a mandate. Artwork approved.

Levy / Boundary Update

Pat reported on a recent meeting. There are three options which are being presented to determine the levy that will be charged to each individual property within the BIA boundary. Pat discussed the Min/Max levy proposal which would see the levies of smaller properties increased and larger properties decreased. Minimum levy will be \$200 and the maximum will be \$3000. Problems arise when trying to fill the gap that the decrease in higher levies will create. Expansion of the boundaries may fill this gap. Some confusion on the actual formulas used to figure out these levies. Bev will meet with the committee to find out more information and representatives from that committee may attend a future meeting to provide clarity to the Board.

Jim B

Motion to adjourn.

Motion seconded by Scott.

All in favour.

Time: 9:00PM

Next meetings: July 16, August 20.