

Board Members Present: Beverley King (Chair), Ted Flanagan (Vice Chair), Randy Kerman (Secretary), Cindy Robinson (Treasurer) Jane Fogal (Council Appointee), Sandy Mackenzie, Tony Rampulla, Sanja Vago

Regrets: Bill Bonnet, Jamie Watt

Staff: Sheena Switzer

- a) **Call to order – 9:01am** **Beverley King**
b) Declaration(s) of Conflict of Interest – None Declared
c) Acceptance of Agenda with the following amendments:
 a. New business additions – Business Concern & graffiti added
 Motion: To Approve the Agenda with Amendments
 Motion Moved By: Ted Flanagan *Second: Sanja Vago*
 Motion passed
- d) **Approval of Previous Meeting Minutes** **Beverley King**
 Motion: To Approve the Meeting Minutes of the October Board Meeting
 Motion Moved By: Ted Flanagan *Second: Cindy Robinson*
 Motion passed
- e) **Executive Election** **Beverley King**
 Motion: To Appoint Randy Kerman to the role of Secretary
 Motion Moved By: Tony Rampulla *Second: Sanja Vago*
 Motion passed
- f) **Business Arising** **Sheena Switzer**
 a. Maintenance Proposal by AdWebCom to update & backup the website
 i. The Board decided to hold a decision until Sheena & Tony could meet to review the current Joomla site and see if any updates can be done in house. If it cannot be AdWebCom should come and present the options to the Marketing Committee for further education & consideration.
 Acton Item: Sheena to meet with Tony to review the website: UPDATE: In Progress
 ii. The AdWebCom proposal to redirect the Georgetown Farmers Market Website to the Georgetown BIA website and consolidate the two was discussed.
 Motion: To Approve the proposal from AdWebCom to consolidate the Market & BIA Websites
 Motion Moved By: Sanja Vago *Second: Tony Rampulla*
 Acton Item: Sheena to arrange consolidation as quoted
 iii. Round table discussions on the Holiday Social took place. It was decided the best option was to draw names.
 Acton Item: Beverley & Sheena to draw names. UPDATE: The Dinner will take place at the Cellar on Thursday January 4th at 6pm
 iv. Review of the minutes procedure based on feedback from the OBIAA. Board to continue to name mover and seconder on the minutes.

g) Report from the Chair

Beverley King

- a. Sheena & the Executive will meet to discuss Maternity Leave plans for Sheena this coming Spring.
- b. **UPDATE: Meeting set for Friday December 15th**

h) Council Update

Jane Fogal

- a. Budget was passed yesterday
- b. Jane spoke about the Town's recognition of the significance of climate change and commitment by the town to make it a priority with a community energy plan
- c. Status update on Vision Georgetown, the land use plan has been approved
- d. The Downtown Georgetown Secondary plan meeting is to take place this evening. Jane is Chair and Sheena will attend on behalf of the BIA.

i) Presentation of Financial Statements

Cindy Robinson

- a. Budget vs Actuals
 - o Note that Advertising & Promotions was low and TY Virtual Assistant was high due to hiring Andrea,

Motion: To Approve the Financial Statements As Presented

Motion Moved By: Cindy Robinson

Second: Randy Kerman

Motion passed

- a. Accounting Presentation
 - i. Cindy proposed to move from our current use of QuickBooks and manual payroll to Grant Thornton's new cloud based system. She presented a short video and the board discussed the benefits and drawbacks. The cost is approximately 100\$ per month.

Motion: To move to Hubdoc, Wagepoint and QuickBooks online as presented.

Motion Moved By: Cindy Robinson

Second: Ted Flanagan

Motion passed

j) Committee-Up Dates

Strategic Planning – Committee Report

Jane Fogal

- a. Beverley is updating the strategic planning chart
- b. Meeting took place on the relocation of Fred's Towing, there are no current solutions, however options are being explored
- c. The Town is pursuing the purchase of some land on Park Avenue to accommodate the trail.

Marketing / Website – Committee Report

Sheena Switzer

- d. Sheena reviewed the outcome of the meeting and will have a finalized marketing plan in place for 2018 based on committee feedback

Beautification & Maintenance - Committee Report

Sandy Mackenzie

- a. The Plaque program will begin in the new year with an estimated completion deadline of Spring 2018
- b. Matthew Bloomfield has been helping with brush and waste clean-up in the parking lots and will continue in the spring.
- c. Sandy mentioned that the Flower Shed did an excellent job this year.

Farmers' Market

Sheena Switzer

- a. Excellent Season, numbers were up vendors were happy
- b. Review of the reselling issue – market to do a 'Spotlight on Farms' to help encourage conversation
- c. Board to reconvene on the issue of longtime vendor Mr. Penner retiring from the market.

k) Manager's Report

Sheena Switzer

- a. Sheena reviewed the managers report and the subject of each meeting. The board asked that this be included as a few paragraphs in the report

l) Events

- a. Holiday Magic was a disappointing turn out due to it being a week early and happening on Black Friday. Sheena is working on a proposal for next years event.

m) New Business

- a. Business Concern – The cheese shop is looking for a new temporary location until the McGibbon project is completed.
- b. Graffiti on the Downtown Georgetown Rock at Mill & Guelph Streets

Acton Item: Sheena to arrange removal

n) Meeting Adjournment:

Beverley King

Motion: To Adjourn

Motion Moved By: Ted Flanagan

Second: Cindy Robinson

Motion passed

***There being no further business to conduct the Georgetown BIA adjourned at 10:22am
The next meeting will take place on Tuesday January 9, at the BIA offices.***