

To Attend: Suzanne Clarke, Councillor Jane Fogal, Beverley King (Secretary), Sandy Mackenzie, Derek Smith (Chair), Jamie Watt

Regrets: Randy Kerman (Vice Chair), Ron Quinlan, Cindy Robinson (Treasurer)

Staff: Nikki Jackson (BIA Manager)

1. Declaration of Quorum and meeting called to order at 9:06 AM by Derek Smith, Chair.

2. Approval of Agenda – approved as amended

Motion to approve agenda

Moved by Randy, Seconded by Jamie. Motion passed.

3. Declaration of Interest – none declared

4. Approval of Previous Meeting Minutes
a) October 18, 2022

Motion to approve minutes of October 18, 2022.

Moved by Suzanne Clarke, Seconded by Sandy Mackenzie. Motion passed.

5. Correspondence - none

6. Financial Report

- Discussion on beautification expenses which is over-budget. Clarification requested for next meeting.
- Clarification requested on rent budget since the budgeted amount is significantly higher than actuals.
- Recommendation to allocate approximately 20% of the BIA Manager's wages for Farmers' Market expenses so we more accurately track the expenses for the Farmers' Market. Also, the student wages should also be allocated to Farmer's Market and the grant funded portion would be allocated to main wages budget. BIA Events Manager spends almost all her time on the Farmer's Market.
- Budget high for expenses and low for profits, results in a surplus. Capital expenses will help reduce this amount. Façade improvement changes also impacted budgeted amount. Recommendation to support Marketing Committee's request to purchase capital items.
- Discussed the historical relationship with the Farmers' Market which originally had more autonomy but was always under the BIA.
 - Recommendation to establish a Terms of Reference for the Farmer's Market Committee to clarify expectations and their advisory role.
 - Consider the Farmers' Market Committee's input into the review of vendors to ensure FMO criteria are met, recognizing that our reporting is based on a percentage of farmer vendors and not the % of spaces they take up.
 - Meeting with FMO to review criteria to ensure compliant for next year and the implications on insurance.

Motion to receive October 2022 financial statements as presented.

Moved by Randy Kerman, Seconded by Suzanne Clark. Motion passed.

7. **Manager's Report**

Nikki update on items not included in the report including:

- Town's Integrity and Code of Conduct training will be determined.
- Walkway and parking lot at north end of Town has oil spill and bylaw is involved in ensuring clean-up.
- Sponsorship for Santa's Clause parade. Recommendation that a sponsorship policy be developed. Nikki to request samples through OBIAA.
- Had offer from AKR Consulting to provide grant writing expertise. Payment is funded through grant for approximately 20%. Most recently worked with Acton BIA but no feedback was available from Acton BIA.
- Recommendation that if assistance is needed, Beatrice Sharkey from Sharkey & Associates be consulted first due to her experience assisting with previous grant applications.

8. **Business Arising**

a) **Masquerade on Main and Mill**

- Bethany provided an update on the success of the event and the feedback received from businesses.
- Discussed the benefit of increasing activations instead of subsidizing candy.
- Recommend marketing pre-purchasing of discounted candy through Young's Pharmacy to businesses so they can take advantage of wholesale pricing.
- Suggestion that the event be moved to Sunday to lessen impact on businesses.

b) **Georgetown Holiday Marketing**

- Bethany provided an update on the plans for the two weekend events.
- Offering business on side streets the opportunity to have a booth on Main Street to encourage business participation
- Activations have been secured.
- Jamie offered float from Santa Clause parade for the holiday marketing

c) **Advocating for permanent patios for Downtown restaurants**

- Town cautioned that not all businesses are in favour of all forms of patios and if we choose to advocate for patio then we must advocate for all regardless of which are preferred.
- Suggestion to investigate how communities like Port Credit supported patios and established patios that uphold beautification and façade standards in Downtown.

9. **Council Update – no update**

10. **Committee updates**

a) **Marketing and Events Committee**

- Suzanne reported that Committee will provide a 6-month report at the next meeting.

b) **Farmers Market**

- Bethany reported that the Committee met last week to discuss Terms of Reference, processes and policies, committees role in vendor applications, criteria for vendor applications, existing members vs new members, mix of products and produce, and resellers.
- Vendor guest attended to share her experiences and frustrations.
- Meeting with FMO tomorrow to clarify criteria to ensure compliant with standards.
- Currently reviewing different markets to determine best practices including Guelph, which is a similar size and similar target attendees.

c) **Beautification Committee**

- Jamie reported that lights will start going up tomorrow in advance of the Santa Clause parade this weekend.

- All lights should be up by the end of month.
- New lights at Knox to light the brighten that area.
- Discussed the repairs need to the GFI which is delayed due to construction.

11. New Business

- a) I HeART Main Street grant
 - Requesting art installations for five storefront windows that will run during February and March to increase activations.
 - Staff will select locations based on established criteria approved by Board.
- b) Rock'n Roll'n Classics Car Show
 - Meeting next week with key stakeholders to determine how to optimize the event and determine who can take on which aspects of the event.
 - Nikki will setup a call with Board members in advance to determine level of commitment BIA is able to make
- c) c. Volunteer recognition
 - Discussed importance of recognizing volunteers and getting new Board together in person to establish working relationships in new year, likely February or March.

12. Next Meeting:
Tuesday, December 20, 2022

13. Adjournment at 10:56 A.M.

Motion to Adjourn.

Moved by Suzanne Clarke. Seconded by Jamie Watt. Motion passed.