

To Attend: Erin Burke, Suzanne Clarke(Secretary), Sandy Mackenzie, Cindy Robinson(Treasurer), Derek Smith(Chair), Mary Beth Trendos, Connie Ward,

Regrets: Councillor Norris, Jasmine Gaudet, Jamie Watt

Staff: Nikki Jackson (BIA Manager) and Bethany Hanman(Events Manager)

1. Call to Order: The meeting was called to order at 9:05am, by Derek Smith, Chair.
2. Declaration of Quorum: Quorum was declared.
3. Approval of Agenda: The Agenda was approved as presented.

Motion to approve Agenda as presented:

Moved by Suzanne Clarke
Seconded by Connie Ward
Motion passed.

4. Declaration of Interest – none declared
5. Approval of Previous Meeting Minutes
 - a) December 20, 2022
 - b) January 17, 2023

Motion to approve minutes of December 20, 2022

Moved by Suzanne Clarke
Seconded by Connie Ward
Motion passed.

Motion to approve minutes of January 17, 2023

Moved by Suzanne Clarke
Seconded by Derek Smith
Motion passed.

6. Correspondence
 - a) Bike Month Scavenger Hunt Event (ToHH)
 - The Town is running an activation event during the month of June and has asked for a sponsorship for a contest prize. After the discussion re: the DG BIA gift card program, it was decided that Staff will purchase gift cards from Silvercreek Cafe and Heather's Bakery (\$25 each) and donate to this event. This expense will be allocated to the Marketing line in the 2023 budget.

b) Tourism signs – location

- The Town had tourism signs created. The Town is asking to place a sign in the parking lot beside Yong's. The Town is asking that we move the port-a-potty.
- The Board would like to ask the Town to suggest 3 or 4 locations in the Downtown area where the sign could be placed. Nikki to email the Board once locations have been selected by the Town and then the Board will make a decision.

c) ToHH By-law no. 2023-0002

- Nikki stated that all board members are to read the included documents.

d) Code of Conduct documents (ToHH)

- Nikki stated that board members are to read and sign the documents included in the board package. The Town is no longer providing training around Code of Conduct.

e) BIA insurance coverage (ToHH)

- Nikki stated that she had researched the Town insurance coverage for the Downtown Georgetown BIA and BIA Board Members and staff.
- The board directed the staff to find out the following:
 - What other BIA's are doing via OBBIA
 - Find out exactly from the THofH, in writing, what the BIA is paying for in the \$1000 insurance payment, withdrawn from the first levy payment. Specifically what it covers, who pays the deductible, and does the BIA have the option to opt out and find their own insurance coverage.

7. Financial Report – Cindy Robinson, Treasurer

- a) Audit - Expecting draft audit statements to review shortly.

Motion to accept the January 2023 financial statements as presented.

Moved by Cindy Robinson

Seconded by Derek Smith

Motion passed.

8. Manager's Report – Nikki Jackson, Manager

- a) MoU - next step is to hear back from the Town
- b) 2024 50th year anniversary - contacted by Ward 2 Councillor. To work with Councillor Norris and obtain more information.
- c) Strat Plan funding - Nikki to find out how other BIA's have funded their strategic plan, and follow up with the Town re: potential support. Nikki reported that she has a meeting with Allison on Thursday, March 2 and will follow up.
- d) The meeting with Constable De Dieu went well. He offered to do an event for our members to describe the CPTED(Crime prevention through Environmental Design) program on how to make their business and homes safe. Next steps to plan this event for BIA members.
- e) Cancellation of Holiday Market event: Majority of vendors chose to reschedule another date vs refund.
- f) BIA members walkabout: many comments on rent renewals, looking for funding for equipment, events in May and June vs summer.

9. Business Arising

a) Patio Programs

- Met with the Peterborough BIA re: Patio Program. Peterborough has successfully implemented a patio program over the past few years.

- With the ending of the THofH Al Fresco patio program, members had requested assistance with obtaining a permanent patio permit.
- Nikki highlighted the benefits of a patio program.
- The Town provided Nikki with information to provide BIA members who inquire about permanent patios.
- How does this fit in with the BIA strategic plan?
- What would be the next steps?
- After a Board discussion it was determined that this program would be beneficial to the Downtown. It was determined that staff would work on a small pilot patio project, involving a few restaurants. The Chair and Marketing and Event Committee will work with staff to develop a pilot project plan for this year.

10. Council Update – Councillor Norris
There was none.

11. Committee updates

a) Marketing and Events Committee – Suzanne Clarke, Committee Chair

- The committee had not met since the last board meeting. The next Marketing and Events Committee Meeting is March 22, 2023.

b) Farmers Market – Nikki Jackson, Manager

- Bethany stated that the committee has worked on the Farmer’s Market guidelines. Bethany highlighted some of the updates and additions
- The cancellation policy has been updated and detailed.
- Developed a full rental policy for vendors who are attending once or twice.
- Developed a non-refund of fee policy.
- Outlined the vendor selection criteria.
- Updated 2023 Fee Schedule. Fees have slightly increased to be more inline with market pricing. Insurance through FMO, are covered in fees. Alcohol vendors and vendors with brick and mortar are required to show proof of insurance and name DG BIA on the insurance certificate.

Motion: To accept the Farmer’s Market 2023 application as presented.

Moved by: Connie Ward

Seconded by: Suzanne Clarke

Motion passed.

c) Beautification Committee – Jamie Watt, Committee Chair

- The Beautification Committee meeting scheduled for February 27, 2023, was cancelled and will be rescheduled.

12. New Business

a) BIA Gift Card Program

- Nikki provided the Board with a report on the gift program, outlining the minimal use of the program and issues brought forward by BIA members (i.e full amount not been used by cardholder and timeliness of reimbursement).
- The board discussed the pros and cons of this program.

Motion: To cease the Downtown Georgetown BIA Gift Cards Program, by ceasing the promotion and selling of DG BIA gift cards. The BIA will continue to recognize gift cards that are redeemed and will reimburse BIA members in a timely manner.

Moved by Derek Smith
Seconded by Cindy Robinson
Motion passed.

13. Next Meeting:
Tuesday, March 21, 2023

14. Adjournment

Motion: To adjourn the meeting at 11:00am.

Moved by Suzanne Clarke
Seconded by Derek Smith
Motion passed.