

To Attend: Jamie Watt (Vice Chair), Beverley King (Secretary), Cindy Robinson (Treasurer), Randy Kerman, Jane Fogal (Council Appointee), Suzanne Clarke, Ted Flanagan, Ron Quinlan, Maureen Turner.

Regrets: Derek Smith (Chair)

Staff Attending: Yaw Ennin (BIA Manager)

Guests: Sandy MacKenzie, David Renshaw (Senior Project Manager, AMICO), Cindy Prince (Vice President – Properties, AMICO), Jeff Jelsma (Director of Development Engineering, Transportation & Public Works, Town of Halton Hills)

1. Declaration of Quorum and meeting called to order 9:03 AM by Beverley King, Meeting Chair
2. Approval of Agenda – approved as presented
3. Declaration of Conflict of Interest – none declared
4. Approval of Previous Meeting Minutes
Motion to approve the minutes of February 8, 2022 and December 14, 2021
Moved by Suzanne Clark, Seconded by Ted Flanagan. Motion passed.
5. Correspondence
 1. none
6. AMICO Presentation by David Renshaw and Cindy Prince
7. Financial Report
 - Discussion of financials
 - **Motion to accept February 2022 financial statements as presented.**
Moved by Randy Kerman, Seconded by Cindy Robinson. Motion passed.
 - Discuss of draft financial statements for audit
 - Only change was the approval of the lights due to timing of invoice in Plooto.
 - **Motion to accept audited financial statements for 2021 as presented.**
Moved by Cindy Robinson, Seconded by Randy Kerman. Motion passed.
8. Manager's Report – Yaw
Highlights include:
 - Busy month with additional administrative and marketing tasks
 - Suzanne Clark and Derek Smith met with potential candidate, finalizing offer
 - Events returning including Bike it to the Market will return for 2022 – June 18th
 - Farmer's Market applications opened last week
 - OBIAA Conference – Yaw and Derek will attend
 - CRMA Committee – meeting weekly, reviewing RFP responses
 - Add AMICO Updates to Manager's Report
9. Business arising
 1. TOHH MOU options
 - Yaw included MOU options
 - Randy Kerman will review with Yaw.
 - **ACTION: Yaw to review samples and make recommendation to Board on which will best suit BIA**

2. Review and approval Strategic Plan Work Plan
 - **MOTION to approve the updated Strategic Plan noting that timelines will be updated**
Moved by Randy Kerman. Seconded by Suzanne Clark. Motion passed.
 - **ACTION: Yaw to update the timeline and share with Strategic Plan Committee.**
 - **ACTION: Yaw to share strategic plan without timeline to Town's Economic Development.**
3. Staff job descriptions and changes
 - **Motion to approve the presented job description for Marketing and Communication Officer with other tasks remaining in it with an increase to number of hours to 25 hours per week.**
Moved by Suzanne Clark. Seconded by Jamie Watt. Motion passed.
 - **ACTION: Yaw still looking into OBIAA Salary survey to confirm recommended pay ranges for positions.**
 - **Motion to approve the Downtown Groundskeeper job description as amended.**
Moved by Maureen Turner. Seconded by Cindy Robinson. Motion passed.
10. Council Update

Councillor Fogal provided an update on the current issues at Council including discussion on lighting, new development along 401 corridor, Vision Georgetown status, and plans that impact development throughout community.
11. Committee updates
 1. Marketing Committee
 - Reviewed Metroland agreement
 - Next meeting in May
 2. Farmers Market Committee
 - Board member needed for committee
 - Reviewed application form, rules and guidelines with provincial changes, lifting of COVID protocols
12. New Business
 1. Board member resignation
 - Marueen Tuner resignation
13. Next Meeting:

April 12, 2022
14. Adjournment

Motion to Adjourn.
Moved by Maureen Turner. Seconded by Cindy Robinson. Motion passed.

<u>ACTIONABLE ITEMS</u>	<u>STATUS</u>	<u>Board Minutes Ref Date</u>
Manager to contact local service clubs (and organizations like Cadets, Guides, Scouts, etc.) to ask if they can help out at events (e.g. manning barricades during car show, etc.) in return for a donation/payment to their organization.	On hold due to COVID Will resume when large events resume	2021
Request Silvercreek Commercial to purchase and install brackets for the hanging baskets onto the McGibbon. Come to some sort of agreement e.g. if you purchase three, we will assist and purchase another 3. Also request brackets for the front of the BIA office for hanging baskets.	Pending - target May 2021	2021
Find grants to assist the BIA with Beautification projects including lighting in Downtown, Directional Signage, Retaining wall and sidewalk on Back Street.	In progress	2021
Yaw to draft a document that outlines the procedures for how to elect for an Executive Board position including timeframe, variances for new term elections vs mid-term elections.	In progress	2021
BIA to investigate about pop-up parkettes and other ways to encourage people to come and stay in the Downtown. Find out how to use grants to cover costs such as closing streets on Friday and Saturday evenings for restaurants and other businesses, staffing the barricades, etc. The area around Knox Church may be a good spot for a pop-up parkette. Councillor Jane Fogal offered to assist. Ideas and research will be discussed in the next marketing committee meeting.	In progress	2021
The BIA to create marketing brochures, literature of the Downtown (great place to work and build a business). Scout for high level players.	Pending	2021
Find out what Amico is planning to do in terms of beautification of the McGibbon, particularly on the Mill Street side.	Pending	2021
Yaw to forward details of the Town's focus groups (CIP updating) to the board members so they may join and participate.	Pending	2021
Yaw to investigate how to make Halloween 2022 a bigger event with activations, entertainment and activities and have BIA members participate with in-store promotions etc.	Pending	2021
Yaw to set up a review with the Strategic Planning Committee of how the BIA is doing according to its existing Strategic Plan. Also, research and find out if we need to hire a contractor for our next Strategic Plan, how much it will cost the BIA, what to budget for the contractor for Budget 2023. Yaw to find out what other BIAs are doing for their Strategic Plans, how much did they spend on contractors and professionals, etc.	Pending	2021 Deadline August 2022 for 2023 budget process)
Strategic Planning Committee to go through the Main Street Re-imagined handbook methodically and go onto the street to see the experiences through the visitor's eyes.	Pending	2021
Strategic Planning Committee to review and update the Strategic Planning documents in January 2022. They are to be reformatted before the January meeting. After review and update, the documents need to be submitted to the Town. Update: Plan approved at March 2022 meeting.	Completed March 2022	2021 Feb 2022 March 2022

<p>Gather feedback from BIA members during and after Holiday Market. Did it help having the event drawn out over 4 dates or is it better having one main event? Estimate crowd attendance for each date. Survey how the event impacts the businesses within the BIA. What are the gains and losses? The test is road closure vs. no road closure. Find out the impacts on the day and after the Holiday Market dates, if businesses are seeing more traffic and sales.</p>	<p>In progress Feb 2022 initial survey results</p>	<p>2021 Feb 2022</p>
<p>A marketing report will be presented to the board in the January board meeting.</p>	<p>Pending.</p>	<p>2021</p>
<p>Reach out to other BIAs and OBIAA and find out how others accomplished their MoUs with their municipalities. What were their processes, documents, expectations, and flexibilities?</p> <p>Update: March 2022 – Town presented three options. Yaw to review and work with Randy to identify best option and make recommendation to Board.</p>	<p>Pending</p>	<p>Nov 2021 March 2022</p>
<p>SURVEY: Find out the impact the Holiday Market had on the businesses in the Downtown. Survey the BIA members. Survey the vendors. Did they like the four dates? What were the strengths and weaknesses? Find out the vendor perspective. Do they like coming every week? Were they warm enough?</p>	<p>Pending</p>	<p>Dec 2021</p>
<p>Create parameters for inclement weather for events. When is an event cancelled? When can't you put up a tent? Staff have permission to end or cancel and event when conditions are deemed no longer safe to operate.</p>	<p>Pending</p>	<p>Dec 2021</p>
<p>Yaw will pull together all the details of the lighting project from beginning to end and create a summary document for the Board members and Town staff. Suzanne will help gather information.</p>	<p>Pending.</p>	<p>Dec 2021</p>
<p>Yaw to request engineering and design drawings from Town and to inform Board when received.</p>	<p>Completed Jan 2021</p>	<p>Dec 2021</p>
<p>Yaw to consult with OBIAA and report back on the OBIAA and other BIAs' protocols for in-person meetings. (Masks, physical distancing, etc.) Seek out Valerie at the Town to find out the Town's own protocols. Yaw, continue to look at other options for hybrid meetings.</p>	<p>Pending</p>	<p>Dec 2021</p>
<p>In order to run a hybrid meeting, a large microphone and a suitable camera is needed to sufficiently broadcast to those who attend virtually. BIA to purchase.</p>	<p>Pending</p>	<p>Dec 2021</p>
<p>Yaw to develop job description and job posting for all casual employees and bring back to Board for input and approval prior to posting.</p> <p>NOE: Job descriptions and job postings to be sent to the board next week (week of January 17th).</p> <p>NOTE: Initial drafts for Summer Student positions presented at February 2022 meeting.</p> <p>NOTE: Approval of Marketing and Communication Officer and Downtown Georgetown Groundskeeper approved at March 2022 meeting.</p>	<p>In progress</p>	<p>Dec 2021 Feb 2022 Mar 2022</p>
<p>Follow-up on the infrastructure issues with GFIs to ensure it is resolved before outlets are needed again. NOTE: BIA needs to investigate</p>	<p>Pending</p>	<p>Dec 2021</p>

infrastructure maintenance since the GFIs became an issue because they do not have guards on the top ones. The Town is concerned as well.		
SURVEY: Yaw to gather feedback from BIA members and market vendors and present to the board. Surveys, email replies, committee feedback. NOTE: Survey developed. More feedback needed. Yaw to solicit additional feedback considering sample size is small for survey. Consider visiting businesses with paper surveys or handouts requesting input.	In Progress	Jan 2021 Feb 2022
To put all the Town's lighting project details into the next board meeting's agenda under Business Arising.	Outstanding	Jan 2021
Consider how to recruit new board members, in preparation for AGM election in October. (A month of intake, recruitment, and candidates.)	Pending	Jan 2021
Yaw to create a thorough report which includes BIA members' feedback and recommendations for Holiday Market. Marketing Committee to review.	Pending	Jan 2021
Yaw to Include on the BIA calendar the dates when we release applications for Farmers Market and Holiday Market.	Completed March 2022	Jan 2021
Post on the websites when we will be releasing the vendor application forms for Farmers Market and Holiday Market.	Completed Feb 2022	Jan 2021
Put together a proposal of how all the events will run. Each event must be addressed, and the board would like to review the proposals.	Pending	Jan 2021
List the car show in trade magazines now. Consult Jamie for appropriate publications.	Pending	Jan 2021
Add AGM to events calendar: October 11, 2022, is the date to remind the BIA members of the upcoming AGM and to set them a copy of the board-approved budget.	Completed Feb 2022	Jan 2021
Yaw to develop report investigating other ideas for Masquerade on Main and Mill that provides better engagement for businesses beyond handing out candy.	Pending	Feb 2022
Yaw to review salaries with OBIAA to determine appropriate range for position.	Pending	Feb 2022
Farmer's Market: Yaw to conduct cost benefit analysis of market, with salary, staffing and other expenses. Note: All data should be in the financials.	Completed Feb 2022	Feb 2022
Farmer's Market Yaw to provide data and analysis of Farmer Market fees for comparable size markets, communities, and vendors make-up with intention of determining optimal fee rate. To impact 2023 Farmer's Market fees	Pending	Feb 2022
Copy of Strategic Plan forwarded to Economic Development.	Completed March 2022	March 2022