

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

Regrets: Ted Flanagan, Randy Kerman (Vice Chair), Ron Quinlan,

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 presented
3. Declaration of Interest – none declared
4. Approval of Previous Meeting Minutes
 - a) June 14, 2022
 - b) July 19, 2022

Motion to approve minutes of May 10, 2022.

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

5. Correspondence
 - a) Knox Church – Out of The Cold program
 - Update that Knox is looking to start the program in November 2022.
6. Financial Report – Cindy
 - Summer student grant money has been received.
 - Discussion on BIA budget and room to spend on marketing initiatives.

Motion to accept September 2022 financial statements as presented.

Moved by Cindy Robinson, Seconded by Sandy Mackenzie. Motion passed.

- Budget is due this October.
 - Suzanne, Jamie, Derek, volunteered to participate in budget committee meeting.
 - As a subcommittee of the Town, the BIA can no longer claim HST and cannot charge it. Confirmation that BIA does not currently charge HST.
 - Input is needed for the committee budget requests are due by September 23.
7. Manager's Report – Nikki
8. Business Arising
 - a) Rock'n Roll'n Car Show update
 - Jamie will provide recommendations of potential groups that may be interested in coordinating this event so that the BIA could provide support instead
 - Nikki will reach out to these organizations in the next couple weeks with Jamie's support to determine interest.
 - b) Metal tree illumination project update
 - Tree lighting is complete, old decorations will be removed
 - Not exactly as envisioned but it is complete.
 - Project came in under budget

9. Council Update – Councillor Fogal
 - Town preparing to move ahead with affordable housing project at Chapel St and Guelph St
 - Town completed pre-planning, 14 units subsidized and affordable rental units
 - Turn lane construction on Mill St at Main St is in progress
 - Election is well underway

10. Committee updates
 - a) Marketing and Events Committee – Suzanne
 - Reviewed summary marketing report
 - Created a nice to meet you ad to welcome new businesses to BIA in IFP
 - Met with IFP to negotiate 2023 contract and will have that info for budget meeting
 - Developing templates for IFP standardized ads
 - Reviewing promotions of Downtown Gift Card campaign and passports holiday season to generate activations
 - October 29 11 am – 1 pm Masquerade on Main St and Mill St. Street closures 9am – 2pm.
 - December 3 and 10 from 11am-3pm like Farmer’s Market style including activations. Street closure 9am – 4pm.
 - Suggestions for other activations include sidewalk sales, restaurant events, and others.

 - b) Farmers Market – Nikki
 - On average marketing is bringing 1500-2000 people coming each week
 - Extended closures including Bike It and Go Green receive positive feedback
 - Ran events survey to get this info

 - c) Strategic Plan Committee– Jane
 - Met Sept 19 and reviewed strategic plan to update it so she’s aware of priorities
 - Recommend going through full strategic plan review in 2024 and prepare for it in 2023.

 - d) Beautification Committee – Jamie
 - Met Sept 19 and reviewed winter décor, discussed putting garbage can responsibility into Town MOU, weeding update.
 - Sandy took bins out on Sunday and removed excess items so that the doors can be closed. Gate hooks aren’t needed. Note that it is a responsibility that the BIA may have to consider.

11. New Business
 - a) Masquerade on Main and Mill
 - See Marketing update

 - b) Georgetown Holiday Market
 - See Marketing update
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 - c) Events surveys – BIA members and general public
 - Running survey via social media and in person until end of September requesting input into 2023 activations.

 - d) Creating an online package to give out to all municipal candidates and BIA members to educate them about the BIA, advocacy etc.
 - Information will be posted on website

 - e) ToHH: Winter Control (maintenance of Downtown Georgetown BIA)
 - Discussed complaint regarding alley and which lots are part of BIA/Town MOU
 - Landlord permission will be needed and costs will increase

 - f) Creation of a MoU Committee
 - Discussion on MOU with Town that is currently being drafted.

- Nikki meets regularly with Economic Development who is taking lead role in developing the MOU with the BIA.
- Nikki is coordinate Economic Development to develop a draft MOU. BIA Board will approve the MOU before it is approved by Council. Timeline is new Board and new Council will approve this in the new year.
- Nikki will reach out to Board members to provide input into a draft list of duties in the next couple weeks.

g) AGM

- AMICO has agreed to present
- Coordinating next steps with Suzanne including nomination form
- Technology requirements should be identified and coordinated
- Annual report, 2023 Budget, Financials must be prepared.
- Change of meeting date to November 8 to accommodate approval timelines
- Tentatively location: Knox Church.
- Doors open 6:30 P.M. AGM commences 7:00 P.M.

12. Next Meeting:
Tuesday, October 18, 2022

13. Adjournment

Motion to Adjourn.

Moved by Cindy Robinson. Seconded by Beverley King. Motion passed.