UPTOWN KESWICK BUSINESS IMPROVEMENT AREA

Minutes

| Date:  Time: | Thursday, July 19, 2021  7:00 PM |
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| Members Present: | Counsellor Dan Fellini  Corinne  Mike Mendonca  Karin Cacciola |
| Members Absent: |  |
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|  |  |
| Others in Attendance: | Jennifer Anderson, Chamber of Commerce  Sean Columbus, Town of Georgina  Jennifer Gidge, Town of Georgina |

# **1. CALL TO ORDER**

“We would like to begin today’s meeting by acknowledging that the Town of Georgina is located over lands originally used and occupied by the First Peoples of the Williams Treaties First Nations and other Indigenous Peoples and thank them for sharing this land. We would also like to acknowledge the Chippewas of Georgina Island First Nation as our close neighbour and friend, one with which we strive to build a cooperative and respectful relationship.”

The Chair called the meeting to order at 7:06 p.m.

# **2. ROLL CALL**

As noted above

**3. INTRODUCTION OF ADDENDUM ITEMS**

# **4. APPROVAL OF AGENDA**

Motion to approve July 19th, 2021 agenda.

**Moved by Karin, Seconded by Dan Fellini**

**Carried.**

# **5. DECLARATION OF PECUNIARY INTEREST AND GENERAL NATURE THEREOF**

None

# **6. ADOPTION OF MINUTES**

None

# **8. DELEGATIONS/ SPEAKERS**

None

# **9. PRESENTATIONS**

None

# **10. DISCUSSION**

a) BIA Assistant Introduction – Jennifer Gidge

Jennifer Gidge provided a brief introduction to her role and what she has been up to in the last three weeks.

Question – What would you like to see from our social media accounts? Anything new to see?

Board will think about it and contact Jennifer at a further date.

b) Finalize AGM Meeting Date

Karin – Ensure in preparation of AGM that there are descriptions for each of the roles so that people know what they are getting into (Directors).

Packages need to be sent out 1 month in advance to tenants, landowners, business owners.

Decision on Tuesday Aug 24th, 2021

**Moved by Dan Fellini, Seconded by Mike.**

c) Summer Sidewalk Sale

Jennifer and Karin will be going around with Summer Sidewalk Sale flyers to businesses, AGM packages, photography efforts

1. Budget
2. Marketing Plan
3. Logistics
   1. Have to do something to support the businesses
   2. Have on a Saturday
   3. Create a flyer, introduce ourselves, offer ideas
   4. Sign at Food Basics, “Sidewalk sale hosted by the BIA”
   5. Hire local musicians ($150.00 for band per hour)
   6. Corrine has a question for Sean and Dan, would there need to be insurance, etc.?
      1. Sean explains that there would be a form
   7. Asking other businesses outside of the BIA to be vendors
   8. Sean explains there will need to be some monitoring required due to Covid-19
   9. Corrine – will need additional insurance, should not make it into an “event” because then we will run in logistical problems
   10. Would be on Simcoe, businesses on Queensway would move down to Simcoe
   11. Figure out the logistics with distance on Town property
   12. Karin, Corrine, leave it to the businesses to set up what they want
   13. Potential volunteers to assist with monitoring the amount of people
   14. Corrine – Rent DJ, sound system
   15. Covid safety plan needs to be implemented
   16. Rent a sign, banners ($200 - $250 each)
       1. Could use banners for future
   17. Social media of course

Aug 21st, 2021

**Moved by Mike, seconded by Karin**

d) Discuss Possibility of BIA Facebook Group

Karin says it is about promoting your Business. BIAs need to support one another. Dan has commented about merging the Sutton and Jackson’s Point BIAs. Discussion about Jennifer creating the group and making graphics. Every business in the BIAs could come onto it. Dan brings up that we should only want to promote the BIAs. 150ish businesses between all three BIAs. Karin explains that we need to help each other and it will be discussed with the other BIA chairs.

f) Chamber Updates

Jennifer is excited to join more of the Keswick BIA meeting and bring more connections with the Chambers. Jennifer explains that there can be a Chamber Community booth at the summer sidewalk sale.

Jennifer further explains that the federal Government has released funding for shop local programs and they are requesting funding for holiday gift guides, shop local banners to encouraging shopping local anywhere in the town.

There are current marketing campaigns for shop local. They would like to update the BIA brochures and get them into circulation.

Overarching Shop Local Campaign, not specific to the BIAs, but Jennifer is happy to support on her end.

Applying for $70,000 for Shop Local programs.

h) Town Updates

Business Bounce Back Cohort 2 is open for applications starting today. Sean explains the program and its benefits.

Sean explains we are going to proceed with the process of merging the Sutton and Jackson Point BIAs and recruiting the businesses.

Georgina Made online directory will be launching fairly shortly.

Karin wants to apply for the new tourism grants overarching for the BIA. Sean is going to make note.

Taste of Georgina applications are open. Put info for it on summer flyers.

# **13. OTHER BUSINESS**

Bench on corner is covered in bushes

Karin is going to finalize a high-level budget tomorrow

Karin and Dan want notice in the agenda for directors to explain what the role is all about. Want directors to be motivated. Define all of the roles. Sean explains that the BIAs can customize the roles.

Karin has bills to submit for website, garden. Karin is going to bring them to Corrine.

Possibly get a BIA credit card.

14. **NEXT MEETING DATE**

Aug 16, 2021 – 7:00 p.m.

Moved by Karin, Seconded by Dan Fellini

**Carried.**

# **15. MOTION TO ADJOURN**

That the meeting be adjourned at 8:47 p.m.

Moved by Dan Fellini, Seconded by Mike

**Carried.**