UPTOWN KESWICK BUSINESS IMPROVEMENT AREA

Minutes

| Date:  Time: | Tuesday October 5th , 2021  7:00 PM |
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| Members Present: | Karin Cacciola  Corinne Ennis  Mike Mendonca |
| Members Absent: | Counsellor Dan Fellini |
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| Others in Attendance: | Jennifer Anderson, Chamber of Commerce  Sean Columbus, Town of Georgina  Julie Cain, Town of Georgina |

# **1. CALL TO ORDER**

The Chair called the meeting to order at 7:04 p.m.

# **2. ROLL CALL**

As noted above

**3. INTRODUCTION OF ADDENDUM ITEMS**

# **4. APPROVAL OF AGENDA**

Motion to approve October 5th, 2021 agenda.

**Moved by Mike**

**Carried.**

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

None

# **6. ADOPTION OF MINUTES**

None  
  
**Moved by Corrine. Seconded by Mike**

# **8. DELEGATIONS/ SPEAKERS**

None

# **9. PRESENTATIONS**

None

# **10. DISCUSSION**

a) BIA Assistant Introduction – Julie Cain

Town Employee Julie Cain introduced herself and role she will play to support UKBIA  
 Julie advised setting up monthly meetings by setting up and sending out zoom link, sending out previous meeting minutes and distributing the agenda. Julie will provide minute taking until a secretary position can be filled on the board.

b) Social Media Platforms – Discussion of access (passwords and admin) and hiring Chris Campbell for social media

Discussion regarding what roles Julie and Chris would play in social media for the BIA as both cannot be working on the same social media. Chris would take on Instagram while Julie would focus on Facebook.

Julie advised she does not have admin access to the Uptown Keswick BIA Facebook account and needs to be given access by Corrine. Corrine advised this is something she would be able to facilitate.

Jennifer advised looking into detail into the contract with Chris to see if content is needed to be provided to him for posting or if he would be providing the content.

Karin brought up the pictures that summer student Jennifer Gidge had taken over the summer. Sean advised sending any relevant photos through Dropbox.

Karin brought up the possibility of merging the 3 BIA’s for Instagram.

Motion made to hire Chris Campbell at $50 a month with just Instagram access for the first 3 months before deciding to link Instagram and Facebook to carry out the full 1-year contract.

**Moved by Karin, seconded by Corrine**

c) New Board Member Roles – Appointed Secretary

Sean advised appointed secretary needed for the board as town employees are not appointed and do not qualify.  
 Corrine asked about appointing a new member rather than having to go through the election process.  
 Sean advised this could be brought forth to council for an interim position until elections at the next AGM. Will look into the exact by-laws and rules regarding this and will get back to the board regarding it.

Board members agreed in needing to find someone to fill role.

d) Holiday Celebration Grant – Historic Downtown

Sean advised of the $4000 Holiday Celebration Grant for each BIA. Grant has flexibility in what it can be used for, from Halloween celebrations to tree installation, lighting or events for the Holiday season.

Karin advised using the money to make UKBIA look pretty and not for any sort of specific event to take place.

Board in agreeance to make planters holiday themed with greenery, branches and the possibility of lights. Karin volunteered to put together planters with assistance of Corrine. Corrine will talk to her supplier to see if she is able to provide the greenery.

Discussions about consulting a decorating company to be responsible for a display at the parkette. Decorating the trees that are already there would be a good way to save money. Paint the bench red, possible sleigh with advertising, ornaments. Karin will connect with decorating company.

Electrical for lights was brought up. Sean advised brainstorming locations and checking the electrical supply to decide if lights could work. Mike advised he has run electrical from his store and a few other stores to provide electricity for outside lights. Mike agreed to take action with Karin regarding lights and electrical.

Karin asked about the possibility of the planter outside of the post office being moved to the corner of Simcoe Ave and the Queensway S by the CIBC. Sean will bring this to the town to see if the request is possible. Sean will also put in request to have trees at parkette trimmed before lights.

e) Decision of Uptown Keswick BIA 2021 Board Meeting Dates (Status Update)

Decision made to hold next meeting earlier than usual so there is enough time to put together ideals for the holiday grant. Next meeting set for Monday, October 18 2021.

f) BIA Walkabout Plan

BIA walkabout planned for Monday October 18th from 8:30am -10:30am. Sean to send map for boundaries and this walkabout will discuss priority items and beautification.

g) Town Updates

Sean advised about the Town applying for the Rural Economic Development fund (RED grant). This grant would go towards the incubator accelerator project to support new and existing businesses grow and get to the next level.

My Main Street grant programs available and town will be applying on behalf of the BIA’s. Letters will be sent from the Town to BIA businesses regarding possible grant programs.

Temporary Patio Program survey being sent out to provide future feedback.

h) Chamber Updates

Jennifer advised of upcoming small business week and it being the intro to holiday mode.   
 Chamber will continue to run the storefront decoration holiday challenge, Shop Local Bingo and the Holiday Gift Giving Guide.

Chamber has BIA brochures for shop local grants, located at 20 different locations around Georgina, and will have more details in 2 weeks.

Mike offered his store to be a new location for Chamber displays.

# **13. OTHER BUSINESS**

Hole in sidewalk in front of Individuals needs to be repaired as it is a major tripping hazard to the public.

Karin advised businesses are a little nervous in the area given the tragic event that happened.

**14.** **NEXT MEETING DATE**

Monday, October 18th, 2021 @ 7:00pm

# **15. MOTION TO ADJOURN**

That the meeting be adjourned at 8:43 p.m.

Moved by Corrine, Seconded by Mike

**Carried.**