UPTOWN KESWICK BUSINESS IMPROVEMENT AREA

Minutes

| Date:  Time: | Tuesday October 18th, 2021  7:00 PM |
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| Members Present: | Karin Cacciola  Corinne Ennis  Mike Mendonca Counsellor Dan Fellini |
| Members Absent: | None |
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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 7:05 p.m.

# **2. ROLL CALL**

As noted above

**3. INTRODUCTION OF ADDENDUM ITEMS**

# **4. APPROVAL OF AGENDA**

Motion to approve October 18th, 2021 agenda.

**Moved by Corrine. Seconded by Mike**

**Carried.**

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

None

# **6. ADOPTION OF MINUTES** **Moved by Corrine. Seconded by Mike**

# **8. DELEGATIONS/ SPEAKERS**

None

# **9. PRESENTATIONS**

None

# **10. DISCUSSION**

a) Holiday Celebration Grant – Historic Downtown (Updates)

1. Corrine advised grant cheque has been received by the BIA and that she will put it into the bank account
2. Karin has contacted a lighting company for quotes and will have them by the end of the week and email them to board memebers. One of the companies offered installation and take down and a rental period of the lights that the BIA can decide on. This may make the most sense right now given the close timeframe to the holiday season and they can decide to purchase lights for next year or continue to rent.
3. Karin asked about electrical being added into the parkette revamp plan for the future.
4. Cement planters will most likely not be moved before the holiday season. Plan is to still create festive planters. Corrine advised 100 stems of dogwood, can order extra evergreens ($128 for a case which is 45 bunched greens). Will roughly cost $500 a planter. Corrine will reach out to her contacts to order.

b) Festive Holiday Advertisement

1. Karin suggested a holiday season advertisement with all of the BIA businesses included. Have artwork created and it can be used across different social media platforms and re-used in years to come.
2. Corrine suggested generalizing businesses or not including specific businesses as to not forget anyone.
3. Georgina Post, Georgina Advocate and Snap’d Georgina discussed as potential places for the ad, but will be pricing dependent.
4. Dan to call the advocate and find out pricing and will ask if they create the artwork or if it needs to be sent in.

c) BIA Walkabout – Discussion of Walkabout

1. Uptown Keswick BIA last of the 4 walkabouts that took place. People present included the towns roads and parks department as well as Economic Development and UKBIA chair.
2. Sean has made notes from the walkabout and is compiling into a document. Issues have been mapped and categorized with short and long term issue items.
3. Parkette revitalization grant has been approved. Potential for artwork and a gazebo in the current parkette. More information to come and will be provided to the board.

d) Update on Appointed Interim Board Members

1. New members can be appointed by council if they want to join the Uptown Keswick BIA and can do so on an interim basis. Any business that is interested can attend the meeting and be appointed.

e) Town Updates

1. Small business week this week. Wednesday at 11:30am is the town’s Business Bounce Back program offering. A virtual event to bring attention to Cohort 3 starting October 25th. Thursday is the Business Excellence and Mayor Milestone Awards which will air on RogersTV at 5:00pm. Other sessions have been scheduled all week by the Chamber.
2. My Main Street Grant has 2 different grant streams that the town will be applying for. First is a BIA Ambassador who will administer grants throughout the municipality. Training will be given to the ambassador and they will do a market analysis on the area. 5 x $10,000 grants for new businesses and 5 x $10,000 grants for existing businesses. Placemaking grant will see additional celebratory walkways throughout the municipality (e.g. Pride crosswalk, 7 Feathers crosswalk). Deadline for this one is November 1st.
3. There have been increased inquiries from Toronto Global regarding the business parklands on Woodbine.

f) Chamber Updates

1. Chamber updates took place at the beginning of the meeting due to Jennifer having another event to attend.
2. Shop Local Bingo cards, storefront decorating contest and holiday gift guide will be released after small business week. Chamber is looking at creating a shop local gift card where businesses can sign up to accept it.
3. New staff member starting Wednesday at the Chamber.

# **13. OTHER BUSINESS**

1. Corrine asked about how to open up board meetings to all businesses in the BIA and how to get the word out. Julie will post about meeting on social media a week in advance of the meeting directing people to direct message UKBIA on Facebook to receive the zoom link.
2. Discussion about hiring Chris Campbell for social media came up again as Karin advised needing to see what content is required to be supplied to Chris from the BIA for posting and being provided a strategic plan for social media. Motion was made last meeting to officially hire him, but no one has connected with him regarding that. Corrine will give Chris access to the Instagram and it will continue to not be linked to Facebook as discussed previously. Dan, who uses Chris for his own social media advised that Chris provides him with the content posted, and he doesn’t have to supply him anything.
3. Karin asked about snow removal in front of Individuals and Petal Pushers, concerned that snow would cover the planter on the corner. Corrine advised it is a private company she contracts for snow removal and there is no other place for them to put the snow. Corrine stated that unless there is an overwhelming amount of snow, the snow poses no issue to the planter.

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

Tuesday, November 23rd @ 7:00pm  
 Tuesday, January 25th @7:00pm  
 Tuesday, February 22nd @7:00pm (potential AGM date)

# **15. MOTION TO ADJOURN**

That the meeting be adjourned at 8:31pm

Moved by Corrine, Seconded by Mike

**Carried.**