

To Attend: Erin Burke, Suzanne Clarke, Sandy Mackenzie, Councillor Ron Norris, Cindy Robinson (Treasurer), Derek Smith (Chair), Mary Beth Trendos, Connie Ward, Jamie Watt

Regrets: Jasmine Gaudet, Nikki Jackson (BIA Manager)

Staff: Bethany Hanman (Events Manager)

1. Call to Order: The meeting was called to order at 9:05am by Derek Smith, Chair.
2. Declaration of Quorum - A quorum was declared
3. Approval of Agenda – approved as presented
4. Declaration of Interest – none declared
5. Approval of Previous Meeting Minutes - deferred to February Meeting
6. Correspondence
 - a) Digital Main Street: Programs & Supports for Halton Hills Small Businesses-outlining Free Digital Consultation Support and Digital Transformation Grants
 - b) Georgetown Bread Basket - Thank you letter for \$300 donation from the totebag sales at the FM
7. Financial Report – Cindy Robinson, Treasurer

Motion to accept December 2022 financial statements as presented.

Moved by: Cindy Robinson

Seconded by: Sandy Mackenzie.

Motion Carried

8. Manager's Report – Nikki Jackson, Manager had prepared the December/January report and was circulated with the board package.
 - Holiday Market - it was noted that during the Holiday Market the lights at Main and Mill were not turned off, as they are during the Farmers Market, creating a major safety concern, as pedestrians were used to the intersection been treated like a four-way stop during market days. BIA staff will work with Town staff to resolve this issue for next year.
9. Business Arising
 - a) Terms of Reference - The draft Terms of References for the Marketing, Beautification, and Farmer's Market Committees were distributed for review and approval

Motion that the draft Terms of References for the Marketing, Beautification, and Farmer's Market Committees be approved as presented

Moved by:

Seconded by:

Motion Carried

10. Council Update – Councillor Norris
Councillor Norris reported that the Council members had been involved in training and orientation. This election resulted in six new council members, which had not happened in many years.

11. Committee updates

a) Marketing and Events Committee – Suzanne Clarke, Committee Chair

Suzanne reported on the following:

- The Love of Cheese Activation Event had been cancelled due to lack of participation by restaurants. Two restaurants had signed up, but 5 were needed. Staff had put together a thorough information package outlining the activation. Staff distributed to all restaurants and followed up with in-person visits.
- Staff were beginning work on grant applications for the Palooza Event in July 2023
- The Marketing and Event Committee meets next month.

b) Farmers Market – Bethany Hanman, Event Manager

Bethany reported on the following:

- That the committee is focusing on strengthening existing policies and adding further transparency and processes for the acceptance of vendors. Criteria documents outline prioritizing farm vendors (as recommended by FMO), unique vendors with products not duplicated in BIA businesses, and locality
- The next committee will finalize recommendations for the application process and documentation, which will be brought to the Board for approval.
- The committee is recommending maintaining rentals for the upcoming market season, with added parameters of a full rental package, only for daily vendors, in one space in the parking lot to prevent staff from needing to move up and down the street.
- The Farmer's Market Committee is looking to add further entertainment and activations throughout the season for BIA member involvement, and to focus on sustainability through connection to BIA businesses and local initiatives for food security.

c) Beautification Committee - There was no update

12. New Business - There was none

13. Next Meeting:
Tuesday, February 21, 2023

14. Adjournment

Motion to Adjourn.

Moved by: Derek Smith

Seconded by: Connie Ward

Motion Carried