

**Board Members Present:** Jamie Watt (Board Chair), Derek Smith (Vice Board Chair), Randy Kerman (Past Chair), Beverley King (Secretary), Cindy Robinson (Treasurer), Jane Fogal (Council Appointee), Suzanne Clarke, Ted Flanagan, Ron Quinlan, Maureen Turner

**Regrets:**

**Absent:** Sandy Mackenzie

**Guests:**

**Staff Attending:** Yaw Ennin (BIA Manager), Nikki Jackson (Marketing and Communications Officer)

**Guests:**

1. Call to order – 9:04 A.M. *By Jamie Watt (Board Chair)*
2. Acceptance of Agenda:  
**Motion: To Approve the Agenda**  
*Motion Moved By: Randy Kerman* *Second: Derek Smith*  
*Motion passed*
3. Declaration(s) of Conflict of Interest  
None
4. Approval of Previous Meeting Minutes  
**Motion: To Approve the Meeting Minutes of November 9, 2021**  
*Motion Moved By: Beverley King* *Second: Maureen Turner*  
*Motion passed*
5. Correspondence  
None
6. Financial Statements – Cindy
  - a) Acceptance of financial statements  
**Motion: To accept the November 2021 financial statements as presented**  
*Motion Moved By: Suzanne Clarke* *Second: Ted Flanagan*  
*Motion passed*
7. Manager's Report – Yaw *Attached*
  - The Manager's Report was received.
  - Holiday Market:
    - 26 Downtown Georgetown businesses participated in the Holiday Market social media contest.
    - There were issues with the holiday décor lighting in the Downtown. The GFIs were an issue because they had no guards on the top ones. The Town is concerned as well. The

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BIA should do some future planning with the Town for the maintenance of the infrastructure.

- The Holiday Market ran for four Saturdays. There were wind issues for the third date, and then it closed early on the fourth date due to weather safety concerns. There was mixed feedback about the event. Overall, people liked having the Holiday Markets on Saturdays and attendance was steady and good. The marketing of vendors and of the event needs improvement. One Saturday it was too cold, so everyone was feeling miserable. The last Saturday the wind was an issue and people lost their tents and merchandise. Retailers in the Downtown were happy the Holiday Market brought people into the Downtown, and that they were visiting their stores and making purchases.

**Action:** Find out the impact the Holiday Market had on the businesses in the Downtown. Survey the BIA members. Survey the vendors. Did they like the four dates? What were the strengths and weaknesses? Find out the vendor perspective. Do they like coming every week? Were they warm enough?

**Action:** Create parameters for inclement weather for events. When is an event cancelled? When you cannot put up a tent? Staff have permission to end or cancel an event when conditions are deemed no longer safe to operate.

- BIA gift card program:
  - Some gift cards were purchased. A lot of advertising has been done to promote them.

## 8. Business Arising

### a) BIA bookkeeping options

- Accountants on Main gave the BIA a quote for a bookkeeping and audit package.
- After a review of the quote and searching other alternate options, it was recommended that the BIA continue to retain Grant Thornton as its bookkeeping contractor. Cindy Robinson declared a conflict of interest as she is the current bookkeeper.

**Motion: To Approve to stay with Grant Thornton for bookkeeping and audit services**

**Motion Moved By: Randy Kerman**

**Second: Beverley King**

**Motion passed**

### b) Invoice for lighting/beautification projects

- The invoice from the Town was for \$7,059.00 for the engineering of the memorial, metallic tree. This was an invoice for the engineering quote. The Town spent money without BIA understanding that we would be paying for engineering quotes.
- The BIA and Town originally agreed to each contribute \$10,000.00, for a total of \$20,000 for the lighting project.

**Action:** Yaw must pull together all the details of the lighting project from beginning to end, present it to the new board chair and explain it to him/her, and make recommendations. Suzanne will help gather all the history and information.

**Action:** Yaw to create a summary document of what we agreed upon, and what was done. Send it to all the BIA board members and Town staff and ask the Town for the engineering and design drawings that were done. Hold off payment until design drawings are delivered to the BIA. Yaw to keep the executive BIA board members updated and will set up a meeting with the Town.

### c) Location for future in-person DGBIA board meetings

- At this time, it is too soon to jump into a hybrid format for board meetings. The Omicron variant is an issue, so for now we will shelve the in-person meeting component. The BIA board room is too small to run hybrid board meetings from it. Our best alternatives: the basement of Knox Presbyterian, Halton Hills Public Library, Glazed Expressions, Esqueising Room at Town Hall.

**Action:** Yaw to consult with OBIAA and find out theirs and other BIAs' protocols for in-person meetings. (Masks, physical distancing, etc.) Seek out Valerie at the Town to find out the Town's own protocols. Yaw, continue to look at other options for hybrid meetings.

**Action:** In order to run a hybrid meeting, a large microphone and a suitable camera is needed to sufficiently broadcast to those who attend virtually. BIA to purchase.

## 9. Council Update – Councillor Jane Fogal

- The Town budget was ratified last night. Taxes increase by 3.9 % due to rising costs of insurance.
- A resident appealed the McGibbon project, which might delay the project.
- The Roxy and the old post office was sold by the Eutenier group.
- The Town budget captured work to be done at Mill and Guelph Streets intersection.

**Action:** Yaw to send out Council dates and links to the BIA board members when the BIA is presenting to the Board.

## 10. Committee Updates

### a) Marketing Committee – Suzanne

- Suzanne wasn't able to attend the last meeting with Metroland. Another meeting is scheduled for January 2022. IFP work is suspended at the end of December.

### b) Strategic Committee – Suzanne

**Action:** Yaw must set up next Strategic Committee meeting for January and let committee members know too. The Town wants to partake in the meeting. It was suggested that Jane chair the meeting. Suzanne offered to help with the notes and documents. The Strategic Plan needs to go in the next board meeting package.

## 11. New Business

### a) Façade Grant changes under new ToHH CIP

The Town is reviewing its CIP. The BIA's Façade Improvement Program (FIP) falls within it. The Town is proposing that the BIA move away from the FIP model, to streamline and avoid confusion so that it is one application through the Town. Businesses will be able to get more money through the Town. There is no launch date, and the BIA will still be consulted as the Town reviews the CIP.

### b) Main Street closure for restaurant events - Sandy

- Sandy did not make an appearance at the board meeting. Yaw said Sandy had spoken to restaurants and he was hoping to explore options for them to improve their sales. Perhaps the BIA can survey the members most impacted to gauge interest.

### c) Nominations and election of 2022 DGBIA Executive

**Motion: To nominate Derek Smith as 2022 DGBIA Board Chair**

**Motions Moved By: Beverley King      Second: Randy Kerman**

**Called three times.**

**Motion Passed.**

**Motion: To nominate Jamie Watt as 2022 DGBIA Board Vice Chair**

**Motions Moved By: Ron Quinlan                      Second: Beverley King**

**Called three times.**

**Motion Passed.**

**Motion: To nominate Cindy Robinson as 2022 DGBIA Treasurer**

**Motions Moved By: Randy Kerman                      Second: Jamie Watt**

**Called three times.**

**Motion Passed.**

**Motion: To nominate Beverley King as 2022 DGBIA Secretary**

**Motions Moved By: Jamie Watt                      Second: Randy Kerman**

**Called three times.**

**Motion Passed.**

**d) Casual employees of the BIA**

Cindy mentioned Mr. Penney has upcoming knee surgery. Does the BIA have a plan when he is away recuperating?

**Action:** Yaw to have a job description and job posting ready for Mr. Penney's position, just in case it is needed. A contract position with the end date as Mr. Penney's return.

**Action:** With Matt Bloomfield resigned from his position as Farmers Market Coordinator, Yaw must create a job description and have a posting ready to replace him.

**12. Meeting Adjournment:**

**Motion: To Adjourn**

**Motion Moved By: Ron Quinlin                      Second: Suzanne Clarke**

**Meeting adjourned at 10:46 A.M.**

**Next Meeting – Tuesday, January 11, 2021 @ 9:00 AM.**

<b>ACTIONABLE ITEMS</b>	<b>STATUS</b>
Manager to contact local service clubs (and organizations like Cadets, Guides, Scouts, etc.) to ask if they can help out at events (e.g. manning barricades during car show, etc.) in return for a donation/payment to their organization.	On hold due to COVID Will resume when large events resume
Request Silvercreek Commercial to purchase and install brackets for the hanging baskets onto the McGibbon. Come to some sort of agreement e.g. if you purchase three, we will assist and purchase another 3. Also request brackets for the front of the BIA office for hanging baskets.	Pending - target May 2021
Find grants to assist the BIA with Beautification projects including lighting in Downtown, Directional Signage, Retaining wall and sidewalk on Back Street.	In progress

The BIA Manager to find out the budget that the Town will provide to assist the BIA's beautification projects.	In progress
Yaw to collect all the unpaid invoices from Town's Public Works. E.g. snow clearing.	In progress
Strategic Planning Committee to create a formal plan from the current Strategic Plan's working document for Board approval at the February meeting that can then be shared with members and the Town.	In progress
Yaw to draft a document that outlines the procedures for how to elect for an Executive Board position including timeframe, variances for new term elections vs mid-term elections.	In progress
Staff to reformat the Strategic Plan formal document for easier printing capabilities.	In progress
BIA to investigate about pop-up parkettes and other ways to encourage people to come and stay in the Downtown. Find out how to use grants to cover costs such as closing streets on Friday and Saturday evenings for restaurants and other businesses, staffing the barricades, etc. The area around Knox Church may be a good spot for a pop-up parkette. Councillor Jane Fogal offered to assist. Ideas and research will be discussed in the next marketing committee meeting.	In progress
The BIA to create marketing brochures, literature of the Downtown (great place to work and build a business). Scout for high level players.	Pending
Find out what Amico is planning to do in terms of beautification of the McGibbon, particularly on the Mill Street side.	Pending
Yaw to forward details of the Town's focus groups (CIP updating) to the board members so they may join and participate.	Pending
The Town will supply itemized quotes (summary of costs, key points) to the BIA board so that they can determine which lighting project will move forward. So far, of the \$20,000 budgeted (\$10,000 from the Town, \$10,000 from the BIA), approximately \$12,500 was spent on investigations/research done by the Town so far. This leaves \$7,000 to complete a project.	Completed.
Yaw to investigate how to make Halloween 2022 a bigger event with activations, entertainment and activities and have BIA members participate with in-store promotions etc.	Pending
Yaw to set up a review with the Strategic Planning Committee of how the BIA is doing according to its existing Strategic Plan. Also, research and find out if we need to hire a contractor for our next Strategic Plan, how much it will cost the BIA, what to budget for the contractor for Budget 2023. Yaw to find out what other BIAs are doing for their Strategic Plans, how much did they spend on contractors and professionals, etc.	Pending
Yaw to research what other Farmers Markets are charging their vendors and what they offer to their vendors. E.g. insurance. A Farmers Market Committee meeting will be called, and Yaw will present his research and data. Decisions will be made where the additional funding will go. E.g. marketing of the Farmers Market.	Pending
Strategic Planning Committee to go through the Main Street Re-imagined handbook methodically, and go onto the street to see the experiences through the visitor's eyes.	Pending
Strategic Planning Committee to review and update the Strategic Planning documents in January 2022. They are to be reformatted before	Pending

the January meeting. After review and update, the documents need to be submitted to the Town.	
Create a Strategic Plan folder to consolidate and fill with resources that committee members can access and review.	Ongoing.
The BIA will notify and communicate with BIA members of what is going on for the Holiday Market dates.	Completed.
Gather feedback from BIA members during and after Holiday Market. Did it help having the event drawn out over 4 dates or is it better having one main event? Estimate crowd attendance for each date. Survey how the event impacts the businesses within the BIA. What are the gains and losses? The test is road closure vs. no road closure. Find out the impacts on the day and after the Holiday Market dates, if businesses are seeing more traffic and sales.	Completed.
Beverley will research the rules for in-person meetings, proof of vaccination requirements, and current COVID rules and protocols for meetings and meeting spaces. She will send the information to Yaw. In-person meetings will not take place for the remainder of this year.	Completed.
A marketing report will be presented to the board in the January board meeting.	Pending.
Reach out to other BIAs and OBIAA and find out how others accomplished their MoUs with their municipalities. What were their processes, documents, expectations and flexibilities?	Pending
Find out the impact the Holiday Market had on the businesses in the Downtown. Survey the BIA members. Survey the vendors. Did they like the four dates? What were the strengths and weaknesses? Find out the vendor perspective. Do they like coming every week? Were they warm enough?	Completed.
Create parameters for inclement weather for events. When is an event cancelled? When you can't put up a tent? Staff have permission to end or cancel and event when conditions are deemed no longer safe to operate.	Completed.
Yaw must pull together all the details of the lighting project from beginning to end, present it to the new board chair and explain it to him/her, and make recommendations. Suzanne will help gather all the history and information.	Pending.
Yaw to create a summary document of what we agreed upon for the lighting project, and what was done. Send it to all the BIA board members and Town staff and ask the Town for the engineering and design drawings that were done. Hold off payment until design drawings are delivered to the BIA. Yaw to keep the executive BIA board members updated and will set up a meeting with the Town.	Pending
Yaw to consult with OBIAA and find out theirs and other BIAs' protocols for in-person meetings. (Masks, physical distancing, etc.) Seek out Valerie at the Town to find out the Town's own protocols. Yaw, continue to look at other options for hybrid meetings.	Completed
In order to run a hybrid meeting, a large microphone and a suitable camera is needed to sufficiently broadcast to those who attend virtually. BIA to purchase.	Pending
Yaw to send out Council dates and links to the BIA board members when the BIA is presenting to the Board.	Pending



**Downtown Georgetown BIA  
Board Meeting Minutes – December 14, 2021 meeting  
To be approved on January 11, 2021 – 9:00 AM Start**

<p>Yaw must set up next Strategic Committee meeting for January and let committee members know too. The Town wants to partake in the meeting. It was suggested that Jane chair the meeting. Suzanne offered to help with the notes and documents. The Strategic Plan needs to go in the next board meeting package.</p>	<p>Pending</p>
<p>Yaw to have a job description and job posting ready for Mr Penney's position, just in case it is needed. A contract position with the end date as Mr Penney's return.</p>	<p>Pending</p>
<p>With Matt Bloomfield resigned from his position as Farmers Market Coordinator, Yaw must create a job description and have a posting ready to replace him.</p>	<p>Pending</p>