

- Meeting with the Jan 11 to discuss impact of latest restrictions on businesses. Feedback was gathered from BIA members via email and feedback from Holiday Market.

ACTION: Yaw to gather formal feedback from BIA members and market vendors and present to the board. Surveys, email replies, committee feedback.

- Yaw has joined OBIAA's Customer Retention Management (CRM) Committee. This is software that is specifically applicable for BIAs. DGBIA currently utilizes OneDrive, Excel spreadsheets, etc. Derek offered his professional experience to assist.
- Discussed upcoming changes to businesses.

8. Business Arising

a) Summer Students for 2022

- Summer Jobs grant applications have been submitted for two positions: Special Events Co-Ordinator and Marketing Assistant. Canada Summer Jobs grant program changed the national and regional priorities.

b) Job descriptions

- Board would like to review part-time and casual job descriptions and postings as soon as possible. Discussed timing to post for at least one summer students (fully funded by BIA) in February for the coming Summer.

Action: for review. Job descriptions and job postings to be sent to the board next week (week of January 17th).

c) Engineering work for BIA lighting/beautification projects

- The BIA has not yet heard back from the Town.

Action: To put all the Town's lighting project details into the next board meeting's agenda under Business Arising.

9. Council Update – Councillor Jane Fogal

10. Committee Updates

a) Strategic Planning Committee – Jane

- Meeting scheduled for Thursday this week. Focus is to update the Strategic Plan document. Town's Economic Development team will be a guest for a small portion of the meeting.

b) Marketing Committee – Suzanne

- The report from Metroland will be presented to the Marketing Committee first and will then be presented to the board.

c) Farmers Market Committee – Yaw

- Find out Farmers Market vendors their thoughts and feedback from their Farmers Market experiences, raising the vendor fees, etc.

Action: Farmers Market Committee to provide feedback on the Farmers Market including fee schedule, holiday market, etc. including recommendation to Board on appropriate fee increase.

d) Events Committee –

- Review of BIA calendar for 2022.

Action: Yaw to gather feedback from members about BIA events with a survey.

Action: Yaw to create a thorough report which includes BIA members’ feedback and recommendations for Holiday Market. Marketing Committee to review.

Action: Include on the BIA calendar the dates when we release applications for Farmers Market and Holiday Market.

Action: Post on the websites when we will be releasing the vendor application forms for Farmers Market and Holiday Market.

Action: Put together a proposal of how all the events will run. Each event must be addressed, and the board needs to review the proposals.

- Georgetown Movie Night has two potential dates in case Car Show does not go forward.
- Car Show is always the weekend before Labour Day long weekend, and on the Friday evening.
- Marketing for the car show needs to be done much earlier. E.g. Marketing needs to appear in car enthusiasts’ and trade magazines.

Action: List the car show in trade magazines now. Yaw to consult with Jamie for list of appropriate publications.

- AGM runs in October. The budget needs to be approved in the October board meeting, before the AGM.

Action: Include AGM in BIA calendar.

Action: October 11, 2022, is the date to remind the BIA members of the upcoming AGM and to set them a copy of the board-approved budget.

Action: If the BIA is to present at Town Council, Yaw must send the Council Meeting links to the board members, so that they may attend as well.

11. New Business

a) Resignation

- Sandy Mackenzie announced his resignation from the BIA board. After many years being supportive and representative of Downtown Georgetown (founding member), DGBIA is very sad to see Sandy go. Board members expressed their thanks, appreciation and sadness and wish Sandy all the best for the future.

b) New BIA board members

Action: Consider how to recruit new board members, in preparation for AGM election in October. (A month of intake, recruitment and candidates.)

12. Meeting Adjournment:

Meeting adjourned at 9:50 A.M.

Next Meeting – Tuesday, February 8, 2021 @ 9:00 AM.

<u>ACTIONABLE ITEMS</u>	<u>STATUS</u>	<u>Board Minutes Ref Date</u>
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	2021

	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	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	2021
The BIA Manager to find out the budget that the Town will provide to assist the BIA's beautification projects.	In progress	2021
Yaw to collect all the unpaid invoices from Town's Public Works. E.g. snow clearing.	In progress	2021
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	2021
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	2021
Staff to reformat the Strategic Plan formal document for easier printing capabilities.	Completed	2021
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	2021
The BIA to create marketing brochures, literature of the Downtown (great place to work and build a business). Scout for high level players.	Pending	2021
Find out what Amico is planning to do in terms of beautification of the McGibbon, particularly on the Mill Street side.	Pending	2021
Yaw to forward details of the Town's focus groups (CIP updating) to the board members so they may join and participate.	Pending	2021
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.	2021
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	2021
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	2021

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.	Completed.	2021
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.	Completed.	2021
Strategic Planning Committee to review and update the Strategic Planning documents in January 2022. They are to be reformatted before the January meeting. After review and update, the documents need to be submitted to the Town.	Pending	2021
Create a Strategic Plan folder to consolidate and fill with resources that committee members can access and review.	Pending	2021
The BIA will notify and communicate with BIA members of what is going on for the Holiday Market dates.	Completed.	2021
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.	2021
A marketing report will be presented to the board in the January board meeting.	Pending.	2021
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	Nov 2021
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?	Pending	Dec 2021
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 an event when conditions are deemed no longer safe to operate.	Pending	Dec 2021
Yaw will pull together all the details of the lighting project from beginning to end and create a summary document for the Board members and Town staff. Suzanne will help gather information.	Pending.	Dec 2021
Yaw to request engineering and design drawings from Town and to inform Board when received.	Completed.	Dec 2021
Yaw to consult with OBIAA and report back on the OBIAA 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.	Dec 2021
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	Dec 2021

**Downtown Georgetown BIA
Board Meeting Minutes – January 11, 2022 meeting
To be approved on February 8, 2022 – 9:00 AM Start**

Yaw to send out Council dates and links to the BIA board members when the BIA is presenting to the Board. NOTE: If the BIA is to present at Town Council, Yaw must send the Council Meeting links to the board members, so that they may attend as well.	Completed – see note	Dec 2021
Yaw to set up next Strategic Committee meeting for January. Town to be invited as per their request. The Strategic Plan needs to go in the next board meeting package.	Completed	Dec 2021
Yaw to develop job description and job posting for all casual employees and bring back to Board for input and approval prior to posting.	Completed.	Dec 2021
Follow- up on the infrastructure issues with GFIs to ensure it is resolved before outlets are needed again. NOTE: BIA needs to investigate infrastructure maintenance since the GFIs became an issue because they do not have guards on the top ones. The Town is concerned as well.	Pending	Dec 2021
Yaw to gather feedback from BIA members and market vendors and present to the board. Surveys, email replies, committee feedback.	Completed.	Jan 2021
Job descriptions and job postings to be sent to the board next week (week of January 17 th).	Completed.	Jan 2021
To put all the Town’s lighting project details into the next board meeting’s agenda under Business Arising.	Pending	Jan 2021
Consider how to recruit new board members, in preparation for AGM election in October. (A month of intake, recruitment and candidates.)	Pending	
Farmers Market Committee to provide feedback on the Farmers Market including fee schedule, holiday market, etc. including recommendation to Board on appropriate fee increase.	Completed.	Jan 2021
Yaw to gather feedback from members about BIA events with a survey.	Completed.	Jan 2021
Yaw to create a thorough report which includes BIA members’ feedback and recommendations for Holiday Market. Marketing Committee to review.	Completed.	Jan 2021
Post on the websites when we will be releasing the vendor application forms for Farmers Market and Holiday Market.	Completed.	Jan 2021
Put together a proposal of how all the events will run. Each event must be addressed, and the board would like to review the proposals.	Pending	Jan 2021
List the car show in trade magazines now. Consult Jamie for appropriate publications.	Pending	Jan 2021
Add AGM to events calendar: October 11, 2022, is the date to remind the BIA members of the upcoming AGM and to set them a copy of the board-approved budget.	Completed.	Jan 2021