

Aldershot Village BIA - Board of Directors

Meeting Minutes

Thursday, Sept 14th 2017

Present:

Kelvin Galbraith - Chair

Councilor Rick Craven

Kiara Galbreath

Miriam Mulkewich

Dr. Pedlar

Dr. Scharge

Sonia Pagliuso

Staff:

Judy Worsley – Executive Director

Andrea Dodd – Social Media Coordinator

Pamela Wilke – Marketing/Events

Regrets: Candice Nicholson, Melissa Diamond

Guests: Brian Laundry – BL Financial Consulting, Joanne Porter Exquisite Wines

1. Call to Order at 7:30

Meeting Chaired by: Kelvin Galbraith

1. Approval of Past Minutes – Thursday, Aug 10th, 2017

Motion by: Miriam Mulkewich

Second by: Rick Craven

Motion Carried

1. Approval of Agenda:

Motion by: Miriam Mulkewich

Second by: Inge Scharge

Motion Carried

1. Treasurers Report – Melissa Diamond

* Coming in to spending time with events.
* Will continue to provide reports and will attend meetings when she can.
* We may need to consider replacing her as a voting member only and she stays as treasurer as she does a fabulous job.
* We do have potential Board members so we will discuss at next meeting.
* Joanne Porter would like a Board position and we will speak to her about that.
* Kelvin will speak to Steve about his position.

1. Chair Report – Kelvin Galbraith

* Mayors Luncheon is on Nov 8th
* We would like a BIA presence there so we will purchase 4 tickets for the events and Judy will confirm spots by email.

1. Social Media Report

Website Update

* Aldershot Harvest Market is up!
* They are on the COB calendar to and Tourism links to this.

Newsletters:

* Sponsorships available
* Holiday Waste
* Alderfest
* Harvest Market & Village Tree

Other:

* Calls to confirm member contact information will begin next week now that summer holidays are over.
* I will be at Alderfest to tweet live the event and take lots of photos. It will also be done on Instagram Stories.

1. Councilor Craven Report

* Public Meeting about the Mobility Hub was well attended.
* City is working on a long term plan.
* Staff presented 2 broad concepts to about 80 people including city officials and developers.
* How do we do east/west routes was discussed
* How high should the building be and how close to Plains Road was also discussed.
* Staff will come back in December with their recommendation.
* Bingo redevelopment, not received yet at City Hall.
* Sept 26 – Final presentation re: Breeze development.
* Annual South Aldershot Meeting – Wed, Oct 4th at 7pm St. Mathews Church.

1. Executive Director Report – Judy Worsley.

* Alderfest – BIA Photo Booth will have our logo and will say ‘Shop Aldershot’
* Sponsorship has been a success. New people getting engaged with the BIA.
* Feedback - $250 seems easy to some and too much for others. Is asking for promotional material a good thing?
* We will talk about this with the events committee for future events.
* 100 goodie bags will be handed out from the BIA.
* Harvest Market – Tons of excitement about this event. It is really coming together.
* Farm Vendors and White Oaks store owners are very excited to be a part.
* There will be live music and local artists.
* Tents will be available and a budget will be available shortly.
* RBG will be starting a market next season and we will be a part of it. They were very pleased to hear of our Pop up Market.
* Glenview garden may be an option to be involved in the future.
* Farm Vendors - contacted 37 and 2 confirmed. Much push back on this. Issue is that it’s too late in the season and still in the busy season.
* Mustard Seed is willing to bring veggies & fruit if they are recognized. A bit different as they are a Co Op.
* Kelvin has one more option and he will give Sonia the contact and information.
* We will send out an eblast re: events committee members wanted to join our team.
* Tree Lighting – Looking for sponsorship again to help run our events. Adding an indoor space this year for possibly a Makers Market.
* Beautification for White Oaks Plaza – Spoke to owner and she is not on board for this project. She may look at it at a later date.
* RC - To continue with these we would need a stretch on Plains road that will not be subject to redevelopment.
* Judy & RC will take a look and come back with another recommendation site.
* Kelvin will open up the Banners conversation again with his sign contact.
* The Plains Road & LaSalle Banners will be looked at also.
* Brian “Thank you for having me” and he will join us again. Business owners will be affected by the small business tax and this is a project of his to take this on.
* Dr. Scharge – Perhaps a breakfast for members on this topic would be a good idea.
* 2 public art pieces coming in. One at La Salle & Waterdown Road that looks like a beautiful piece but it is very large.

1. Meeting Adjourned: 9:00am, Thank you.
2. Next Meeting: Thursday, October 12th, 2017

*Please note that all information presented*

*by Guest Speakers is to be considered confidential.*