

Aldershot Village BIA - Board of Directors

Meeting Minutes

Thursday, November 9, 2017

Present:

Kelvin Galbraith

Candise Nicholson

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: Melissa Diamond

Guests: Brian Laundry – BL Financial, Joanne Porter - Exquisite Wines, Ray Loya – Remax, Jackie from- Opo Sweets, Todd Evershed – City of Burlington.

1. Call to Order at 7:30

Meeting Chaired by: Kelvin Galbraith

1. Approval of Past Minutes – Thursday, Oct 12th, 2017

Motion by: Inga Scharge

Second by: Candace Nicholson

Motion Carried

1. Approval of Agenda:

Motion by: Rick Craven

Second by: Sonia Pagliuso

Motion Carried

1. Chair Report

* Will speak about Special Events during that meeting time.
* Need to establish guidelines for an associate membership. Businesses are enquiring.
* Welcome to Jackie from Opo Sweets who would be interested in a membership.
* Thank you for the treats!
* We need to establish guidelines.
* RC – Difference in the issues. Expanding the BIA vs. Associate Membership.
* The goal would be to build relationships rather than raise revenues.
* We will set up a meeting to discuss.

1. Councilor Craven Report

* Issue – National Homes did submit their application and it is now a bit different from what they originally proposed.
* Latest includes 10,700 sq. ft. There is much work to be done on this file.
* Dec 7th 7pm St. Mathews Church Public Meeting about 92 Plains Road E.
* 6 story building is what they want.
* Monday, Nov 20th 7pm St Phillipe - Public Meeting for the Georgian Court redevelopment.
* Median at Dave’s Fish Market – Is the median too long and should the opening be widened? City Staff is looking at this.
* They cannot do this work until the spring.
* $1000 for the Tree Lighting needs an invoice and Judy has sent this off. Thank you RC for this donation!

1. Treasurers Report – Melissa Diamond

* Melissa will send a report later this week.

1. Social Media – Andrea Dodd

* Village Tree Newsletters and Social Events are out and ongoing. Great response so far!
* Looking for sponsors to mention online, these will come today.
* Best Dressed – To grow it this year is the plan, and we will hit it hard after the Village Tree is over.
* Is there a Food Drive for the Village Tree? Please send information and anything else that is important to the day.
* Need help with the judging please.
* Dec 13, 14,15th
* Same Prizing? Judy will get back to me.

1. Executive Director Report – Judy Worsley

* Harvest Market – 400 people was amazing.
* Plaza was very pleased with the event and the community loved it.
* Pam did a fabulous job as did the whole committee to make it such a success.
* We came in under budget for a fabulous event.
* We will look at how to go forward with this for the future.
* Thank you to Karen Phelps for organizing the students that were so helpful in the set up and take down.
* Purchasing tents was a good idea and well received by the vendors. We will need to charge for a ‘stall’ going forward.
* Jackie (Opo) – Most markets do not provide a tent and charge $700 for the season with no hydro.
* RC – Judy has proven that this could be a success in Aldershot so may need to accept the cost of nurturing this along and budget for it.
* We will come back with a proposal in the New Year going forward.
* Securing Office Space for the BIA – Full document available on request.
* We need to look more professional and office space with storage.
* RC - This is a budget question and it will be looked at. It is a moving target where the levy is concerned.
* BL – Perhaps has a location and he invites you to come by and take a look. Next door to Easterbrooks. It may solve an immediate need.
* A property committee will be established to look at all options. This would need to be in the budget for 2018. Time is of essence here.
* The committee will look at properties on Wednesday, November 15th 9:05.
* White Oakes/BL Financial/Remax Property
* Big Thank You to Pam whose contract is up with Special Events.

Todd Evershed - December 4th – Mobility Hub will be presenting the preferred concept for the Aldershot Hub at 6:30 in City Hall.

1. Meeting Adjourned: 8:45 am, Thank you.
2. Next Meeting: Thursday, December 14th, 2017 – 11:30 Social lunch, no agenda.

*Please note that all information presented*

*by Guest Speakers is to be considered confidential.*