

Aldershot Village BIA Board Meeting

Thursday, February 14th 2019 ** **Changed to February 21st due to illness.**

Present:

Jo-Anne Porter
Candise Nicholson
Melissa Diamond
Sonia Pagliuso
Kiara Galbreath

Staff:

Judy Worsley
Andrea Dodd

Regrets:

Jackie Andrews
Dr. Pedlar
Miriam Mulkewich
Alicia Hicks
Kelvin Galbraith
Dr. Inge Scharge

Guests: Tara Thorp, Jenna Puletto

1. Approval of Minutes from Last Meeting - January 10th, 2019

Motion By: Jo-Anne Porter
Second By: Sonia Pagliuso
Approved.

2. Conflicts of Interest.

Motion By: Melissa Diamond
Second By: Kiara Galbreath
Approved.

3. Agenda Approved.

4. Councillor Galbraith Report - Regrets

5. Treasurers Report.

- January financials are here for you to look at.

- Proposed budget needs to be discussed before the AGM.
- Increase of 28% is justified.
- Most comes from salaries for staff to growing organization. Moving to beautification in order to better justify the costs.
- Would like to take the HST amounts and move to the beautification amounts.
- Last year was a spending year to meet many goals. We have also had a number of years where the levy was increased at all. Hence the bigger jump this year.
- We have spent the money the way we intended to spend it.
- We are so much lower compared to other BIA's in terms of budget.
- Jenna Puletto - This council is very conservative with budgets and we will need documentation to go along with this budget.
- If we don't get this budget, we would lose the Markets and our Special Events Coordinator.
- Judy Worsley - We are going in the right direction and will provide the documentation we need to go along with this budget to get it approved. The Strategic Plan is most important and will start after the AGM.
- Jenna will provide us with some information on the cost and the process.
- We have opportunities with sponsorship of our events.
- We also have opportunities with increasing our membership to include business other than Plains Road.
- Melissa will shave the budget before presented to the City of Burlington.
- Melissa will look into whether or not we can include sponsorship as a line item.
- Kiara Galbreath will present the budget at the AGM as Melissa will be away.
- Judy Worsley & Jo-Anne Porter will prepare a one pager to present to the city along with the budget. This will present our history of increases, growth and what we offer to our membership now in comparison to previous years.

6. Social Media Report

- AGM info push out - Newsletters, FB event, Website Events, Blog, Julie has also shared.
- How does the RSVP list look? Should I push harder?
- Holiday Lights & Sign Bylaw Newsletters have gone out for clarification.
- Business Award ACHR is out along with Website Event, FB Event
- Social media channels are humming along nicely. We are spreading out to share the others big players in the COB's information in hopes they will do the same with our events.
- I am spreading the word about Digital Main Street as best as I can online until we get something from the region to actually offer our members.

7. Executive Director & Special Event Committee Report - Judy Worsley

- Partnering Aldershot paper has gone out with our back page done up nicely. Please take to your business.
- ACHR is coming along nicely and we are getting nominations by email. Deadline is in April so we have lots of time.
- Looking for sponsorship for this also. Judy will send sponsorship info to Andrea to send to the membership.
- Alderfest would like to bring the businesses more into the event. 600 people attended this family, free event.
- Would like to have an area where businesses could create exposure for themselves.
- The BIA will do the Photo Booth again.
- Jo-Anne and Judy will attend the OBIAA conference.
- Markets - We do have to move them and have a lead about the BINGO plaza for this season.
- We need to nail down dates & location in order to start promoting.

- Jo-Anne would like to investigate a Winter Market.
- AGM - Chair Report will be given by Candise Nicholson and Kelvin Galbraith will also make a presentation.
- There will be no March 14th meeting.

9. Next Meeting - March 7th, 2019 - AGM