

Aldershot Village BIA Board Meeting

Thursday, April 11th

Present:

Jo-Anne Porter
Kelvin Galbraith
Patrick Pedlar
Inge Scharge
Sonia Pagliuso
Kiara Galbreath
Melissa Diamond
Miriam Mulkewich

Staff:

Judy Worsley
Andrea Dodd
Jackie Andrews

Regrets:

Candice Nicholson, Alicia Hicks

Guests: Tara Thorp, Andrea Mattina (Isarti Menswear), Jenna Puletto

Sonia Pagliuso begins as acting Chair.
Introductions

1. Approval of Minutes from Last Meeting - February 4th, 2019

Motion By: Melissa Diamond
Second By: Inge Scharge
Approved.

2. Conflicts of Interest.

Motion By: Miriam Mulkewich
Second By: Kelvin Galbraith
Approved.

3. Agenda Approved.

4. Election of Executive for 2019

- Any interest in the Chair position along with Jo Anne Porter?
- Motion to Approve Jo-Anne as Chair - Melissa Diamond
- Approved.

Jo-Anne Porter - Chair Report

- Thank you to all for your confidence
- Welcomed the Squire to the BIA. They are doing well.

- Jenna has organized a meeting with Shelly McQuade from Cypress Strategies that we can implement a strategic plan.
- Jenna - This is a concrete document that incorporates our vision and plans for the future. What are the goals and values in the next 3 to 5 years. It creates a set of principles that we want to see and grow with.
- Tour of Nuvo was excellent. They have 150,000 square feet of renovations going on right now.
- They are interested in getting representation from the BIA.
- OBIAA conference was enlightening and the highlights include how to calculate attendance at events, governance and a round table about the importance of the Strategic Planning.
- Market dates have been set! Judy - We are 90% confirmed and still waiting for final word from National Homes.
- We will be in the Home Hardware plaza now.
- Party on Plains is our new project for this summer. Still in the planning stages and more information will come as we get it.

4. Councillor Galbraith Report

- Red Tape Red Carpet Task Force is rolling.
- There are different groups - Small Business, Large Business & Real Estate
- We would love to know about road blocks your businesses are facing.
- You can book a 15 minute session with the Mayor & Kelvin Galbraith to talk about it.
- Egg Eggstravaganze is at LaSalle Park April 20th, 60,000 chocolate eggs for the hunt!
- Burlington Green will come to your business and offer an audit on how to be more green.
- Clean Up Green Up April 22nd week. Participate if you can!
- Open House tonight in Mapleview Mall for Ward One residents.
- Aldershot Mobility Hub is on hold until the Region finishes their Official Plan.

5. Treasurers Report.

- Audit is finishes and the process was a tough one.
- We now have details for future audits and what to have ready.
- Finally we are on the CRA account so Melissa will be able to file for the HST rebate.
- What to do with those funds? Reserve? Should we build on the lights for this year? To discuss.
- Jo-Anne - Will the COB pick up the cost to get the lamps modified to hold more lights? Jenna will look into this.
- We need to expand the boundaries if we want to push for another increase next year.
- Our budget is approved for this year.
- COB has kept our levy rate the same as 2017 so they have sent us what they owe us. They will catch us up to the 208 rate. Should be done in the next few days.

6. Social Media Report

- Markets information is to the designer. Just waiting on a National Homes Logo to finish up and to have dates 100% confirmed.
- There will be postcards/posters to distribute at your business so they will be dropped off to you.
- As soon as they are complete I can get on the web and start with the social media campaign. Please share on your business pages when you see it.
- Is there a budget for FB promotion? In the past we have put \$100 to each market. Yes!
- ACHR FB page is now posting so shares there would be appreciated.

- Where are we with the business award? Do we have the nominations? Does this need a push? No.
- I will be sending a few newsletters out to encourage business to tag us in their instagram stories. That is where people are looking now.
- September 19th in the evening we are partnering with the BDBA for a Social Media Seminar given by Julie Cole. It will be open to all members and held at the Lodge at Emma's. The event will cover the basics, how to's and more importantly how not too.
- Hoping to do more of these partnerships and the next one will be hosted in our BIA.
- Andrea Mattina - Monthly events occur in her group (Hamilton Transportation Board) and members really respond.

7. Special Event Committee Report - Judy Worsley

- Market Update - We have moved to the Home Hardware Plaza
- National Homes has stepped up to host the markets. He will confirm the dates soon.
- They would like to sponsor the Market and be the lead sponsor. We continue to develop the relationship.
- Party on Plains - To bring more activity on Plains Road for the retailers in particular.
- It will not cost a large amount to get this going.

8. Executive Director Report - Judy Worsley

- Alderfest committee is underway for this year and we are a big part of it.
- We are pulling a business corner group together to promote our members.
- ACHR is also something we are a big part of with the Business Award.
- BEDC is tying up their report about what we envision for the hub. They should be included in our BIA.
- Kelvin Galbreath - He will tour the ADI site and talk about phase 2 with a possible grocery store and a chunk of retail.
- Associate memberships is next on the list to tackle. We are at the beginning stages on this.
- We need to change the bylaws to include that, we will solidify this. A neighbour BIA will send us the package of what would be involved. It may end up being a cost of \$250 per member.
- AGM feedback - Members seemed to like the event and Julie's presentation.
- We will follow up with the financials next year to be handed out to go along with the Treasurers presentation.
- BIA Business Award nominations are looking really good.
- We need to pass the code of conduct before the next meeting. It will go by email so watch for that.
- DMS will go ahead.
- We are also looking at doing a board governance piece so please look for that. The training will occur with the OBIAA

9. Next Meeting - May 9th, 2019