

## Aldershot Village BIA Board Meeting

Thursday, October 10th, 2019

### Present:

Andrea Mattina  
Inge Scharge  
Jo-Anne Porter  
Miriam Mulkewich  
Dr. Pedlar  
Kiara Galbreath  
Sonia Pagliuso  
Candise Nicholson  
Melissa Diamond

### Staff:

Judy Worsley  
Andrea Dodd  
Jackie Andrews

### Regrets:

Kelvin Galbraith  
Alicia Hicks

Guests: Jenna Puletto COB, Tara Thorpe COB, Jelena Milivojevic-Balogh, LaSalle Park

### Introductions

#### 1. Approval of Minutes September.

Motion: Miriam Mulkewich  
Second: Melissa Diamond  
Approved.

#### Approval of Agenda

Motion: Candise Nicholson  
Second: Melissa Diamond  
Approved.

#### 2. Declarations of Conflict of Interest - None.

#### 3. Chair Remarks - Jo-Anne Porter

- Kelvin had a baby boy! A basket was sent from our BIA member Mrs. B's Gift House.
- Candise will be leaving us for a new job and will be stepping down as Vice Chair. We are sad to see her go but a warm welcome to Yelena who will be our new board representative for LaSalle Park Retirement.
- Motion to accept resignation and add Yelena Milivojevic-Balogh as a board member:
- Motion: Jo Anne Porter
- Second: Andrea Mattina.

- Approved.
- Vice Chair position is open.
- Motion to elect Sonia Pagliuso as Vice Chair - Miriam Mulkewich Second: Melissa Diamond - All in Favour.
- Welcome Sonia Pagliuso as our new Vice Chair!
- Vote to Accept Strategic Plan Draft
- All in favour. Accepted.
- Holiday Lights - Scheduled to go on November 18th.
- \$4400 to put them up and store them again this year.
- Do we want more? We will prioritize spending before we commit to more lights.
- Can we get COB to pay for pole modifications? Jenna will follow up.
- We will investigate for an addition of lights for next year.
- Kiara suggest a smaller light for the lantern type posts, to be enjoyed and appreciated by walking traffic.

#### 4. Treasurer Report - Melissa Diamond

- We have finally filed the HST return after dealing wth CRA for a long time.
- 2015 may not be honoured as they only go back 3 years.
- Cheques should come in a couple weeks.
- Accounts are healthy, statements available on request.

#### 5. Tara Thorpe COB (represent Kelvin Galbraith)

- Council passed staff direction for pride crosswalks.
- Ward one will get the first one. Looking at Waterdown Road area.
- In place by pride 2020.
- Council will bring forward that this could possibly be privately funded. The ABIA would be happy to be a part of this.
- Advocacy piece is going forward about working with Metrolinx for more parking at Aldershot GO.
- This will be a parking structure
- Marina is moving forward and more informations available if needed.
- Asking Jenna & COB Staff to look at streetscape for Plains Road. Getting consistency, parking etc. Would like our input on this project.
- Tree Lighting will be attended by the Mayor.
- Jenna - There is a website for construction management that she will share with us.

#### 5. Social Media Report - Andrea Dodd

Village Tree Poster & Postcards arrived.

FB event is up and already getting traction.

Boost \$100

Sponsorship emails have gone out and more are scheduled to go.

\*\* new sponsorship details this year, tree sponsorship

Events listed on our site, snap'd, COB & Tourism websites.

Best Dressed to start after Nov 11th.

Just a few posters made for Best Dressed. Please take and share in your business. I will email out the jpeg's for you to use on your social media sites. Please share our FB event to your social sites also.

Need some details for the Food Drive - Compassion & NDSS?

Market Promo going well, advertising the produce too.

6. Human Resources Report - Miriam Mulkewich

- Gathering information, contracts and job descriptions is going well.
- Trying to establish the best route going forward in regards to staff and independent contractors.
- Meeting again the end of October to continue the process.
- Looking at the budget for the HR committee to have support. May need to consult professionals and will need funds for this.

7. Special Events Report / Executive Director Report - Judy Worsley

- Sept 28th Market had the first legal food truck on Plains Road - Stuffed Perogie
- Hope to have them back but they are looking for larger events
- Full Market report will come after the last Market on October 12th.
- Looking for volunteers to set up and take down.
- 15 to 20 vendors per market and they seem happy.
- Rolling Horse Repair it will be back and they are such a community minded organization.
- We have had a number of ABIA small business members use the markets to expand their customer base.
- We hopefully will have the same space for the markets for next season.
- Alderfest - Huge success again this year with close to 900 people. It is so beneficial to be involved with this.
- Neighbourhood Aldershot magazine has a nice write up.
- Changing the holiday board meeting to a Christmas breakfast and will invite the Best Dressed winners to the event.
- We need a mini fridge in the office if anyone has one. We will purchase at Costco.
- We would like to have the new ED of the Chamber at one of our Board meetings.
- New sponsorship opportunities - Andrea Dodd
- Social Media seminar with BDBA was a huge success and we will continue with this.
- Strat Plan is wrapped up and well done to all.
- Alicia Hicks will be stepping down from the board so there is a spot open. We do have some interest from members and will speak to them.

8. Bicycle Stand Report - Dr. Pedlar/Jo-Anne Porter

- Area to place it has been approved.
- Go ahead and contact Burlington Paving to install into this plaza.

9. Executive Director Report - Full report available on request.

Next Meeting Date - November 14th

9. Adjournment.

- Motion: Miriam Mulkewich
- Second: Andrea Mattina

Adjourned