

Aldershot Village BIA Board Meeting - Conference Call due to COVID-19 Restrictions

Wednesday April 15th, 2020 - 1:00pm

Present:

Miriam Mulkewich
Kiara Galbreath
Sonia Pagliuso
Kelvin Galbraith
Maria Thornton
Hallee MacEwan
Jenne Puletto

Staff:

Judy Worsley
Andrea Dodd

Regrets:

Jackie Andrews
Dr. Pedlar
Dr. Karen Lee
Jelena Milivojevic

Guests:

Introductions

1. Approval of Minutes February 2020.

Motion: Sonia Pagliuso
Second: Miriam Mulkewich
Approved.

Approval of Minutes from AGM, March 12th 7:00am Ye Olde Squire

Motion: Hallee MacEwan
Second: Kiara Galbreath
Approved.

Approval of Agenda

Motion: Kelvin Galbraith
Second: Miriam Mulkewich
Approved.

2. Declarations of Conflict of Interest - None.

3. Chair Remarks - Sonia Pagliuso

- Election delayed for the new executive until May so interim chair and treasurer will remain the same for now.

- MT - we need to proceed with the cheque signing change so we can continue to do business.
- Motion to approve change in cheque signing: Kelvin Galbraith
- Second: Miriam Mulkewich.
- Approved.

4. Kelvin Galbraith - City of Burlington

- Meetings have started at City Hall again after a short pause. KG is chairing the EIC Environment Infrastructure & Community Services meeting.
- Deferred April 21st property tax bill.
- Hydro rates have been reduced to off peak rates.
- COB is still accepting permits and applications for development projects.
- Former animal hospital site for 4 story rental condo building application.
- Same developer is also looking at purchasing the Royal Motel.
- Council meeting coming up with a light agenda.
- Most assistance for business is coming from the provincial and federal level.
- Resolution coming out regarding the property taxes downtown and the skyrocketing going on. The city wants a more equitable plan from MPAC.
- Aldershot will inevitably see the same and huge increases along Plains Road.

5. City Hall Report - Jenna Puletto

- When an application comes in digitally, JP will pass along to JW for comment.
- Official Plan for downtown has been delayed until the fall. Mobility Hub resolutions will be pushed because of this. In the interim we will see some plans on the next steps for the Mobility Hubs.

6. Treasurers Report - Maria Thornton

- Budget for Jan/Feb was sent out by email.
- Reclassified into a bit more detail so that our events are clearly identified.
- This will make it easier to see successes of our events and for budgeting next time.
- Re-allocation of expenses as a whole in regards to staff and we can now easier identify the amounts.
- Grey column is the reclassified budget.
- A recommendation has been made to reduce expenses in marketing, remove the \$5300 to cover the shortfall of the payroll.
- Motion for approval: Miriam Mulkewich
- Second: Hallee MacEwan
- Approved.
- 2020 file was sent out also. Comments have been made in regards to the levy. Expenses are allocated to events and will be tracked here in the future.
- ACHR funds - JW will look at this sponsorship we made and if/when the money comes back or we put towards 2021.
- Payroll costs difference could be covered off by ACHR for this year so MT would request we get the money back for 2020.
- Motion to reallocate those funds to cover payroll differences: Miriam Mulkewich

- Second: Kelvin Galbraith
- Approved.

7. Executive Director Report - Judy Worsley

- Full report available on request.
- Any feedback on the AGM? Good timing!
- Much positive feedback from the event this year, great venue.
- Special Events Committee would like to pull together again. Andrea Mattina has left the board and she will be missed. Hopefully to be included in the events committee.
- JW will schedule a meeting for next week to recap all our events and how we can go forward.
- Alderfest has been cancelled for this year and will continue in 2021.
- HOP Into Spring - See Jackie's Report.
- Most participants are closed but we will wrap it up May 19th and then go forward with something new.
- ACHR - two options for our Business Community Award. Wait and award next year or go ahead and award someone this year by social media. JW will send out the nominations to the board to pick a business and then we will communicate the winner.
- JW - Proposing a ZOOM get together to celebrate our ACHR Business Awards Nominees and to use bi-monthly to keep businesses connected. JW will look into this.
- Advocacy meetings are being attended regularly by JW with Team Burlington and she will continue to do so.
- Small Business Series Forum with the BEDC is tomorrow and JW will be in attendance by Zoom. You have the link so please register for tomorrows event.
- Rent is the biggest issue we are hearing from members.
- JW has a few ideas about a COVID-19 response plan and that will be coming.
- Chamber is doing a reach out by telephone and we could do the same. Call and leave a message letting them we are here to help. JW will look into this but we will need a separate meeting for these next week, she will schedule.
- MM - a crisis management approach for those not online would be good.

8. Social Media Report - Andrea Dodd

Newsletters

20 have gone out since March 15th - Keeping our members informed.

They are comprised of ...

Anything JW has forwarded AD from Team Burlington

Good information coming out from OBIAA

Asking Business Members to Stay in Touch with each other & community

City Updates Re: Webinars and Town Hall Opportunities

Digital Tips during Social Isolation on how to keep your business active from Digital Main Street.

Blog Updates - Services list has been compiled by Jackie through email and I have taken to the website, FB, Instagram and our newsletter in order to encourage members to stay in touch with us. We continue to edit/add to this list as I see more business come back online and when they contact us.

Instagram Stories - Daily updates are going through the Instagram Story about essential services that are operating and also positivity situations in Aldershot.

Facebook Posts - Regular posts supporting our village and businesses and Team Burlington.

Tweets - Supporting City initiatives and Team Burlington push out of information.

Team Burlington Images and Posts

I have been using Team Burlington Images that were created for all parties to use to encourage a shop local and support small business manner. #inthistogether

In the last 3 weeks ...

Our Page Views have increased by 40%

Our Page Likes have increased by 82%

Our Page Reach has increased by 151%

Our Post Reach has increased by 86%

Our Post Engagement has increased by 86%

Compassion Society Bags Donation:

People are online!!! We will stay active and informative.

9. Human Resources Report - Sonia Pagliuso / Miriam Mulkewich

- MM - Contracts are signed and we will meet again as soon as we can so that things stay in place and continue to move forward.
- Ongoing evaluations will continue as soon as they can.

Next Meeting Date - May 14th, 2020 - 1:00pm.

Adjourned.