

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

Thursday June 11th, 2020 - 7:30am

Present:

Miriam Mulkewich
Kiara Galbreath
Sonia Pagliuso
Kelvin Galbraith
Tara Thorpe
Hallee MacEwan
Jenna Puletto
Maria Thornton
Jelena Milivojevic

Staff:

Judy Worsley
Andrea Dodd
Jackie Andrews

Regrets:

Dr. Pedlar
Dr. Karen Lee

Guests:

Introductions

1. Approval of Minutes May 2020.

Motion: Hallee MacEwan
Second: Miriam Mulkewich
Approved.

Approval of Agenda

Motion: Kelvin Galbraith
Second: Miriam Mulkewich
Approved.

2. Declarations of Conflict of Interest - None.

3. Chair Remarks - Sonia Pagliuso

- ACHR award is set. We will push out the winner on Social once they have been notified and we will recognize both winners in 2021 at the AHCR celebration. Aldershot Paving is the winner.

4. Kelvin Galbraith - City of Burlington - Tara Thorpe

- LaSalle Park negotiations will start soon to purchase. More to come on this.
- BERN committee has many great thinkers on it. How do we get the economy recovered. They will reach out to the BIA at some point for input.
- Development applications will now be accepted digitally. Former Animal Hospital on Plains Road has a 4 story application for a rental building.
- Islands in Aldershot have been neglected so Kelvin has put in a complaint. They will come and fix the weed situation soon but there will be no plantings this year in Aldershot.
- Jenna will look into what this means for garden sponsorship and beautification along Plains Road.
- Plains Road from Shadeland to the RBG will be resurfaced next year.
- Kelvin has sent emails to property owners to please keep their properties in better shape. This is happening all over the city.

5. City Hall Report - Jenna Puletto

- Digital applications can be submitted online.
- Challenge right now is the notices to residents that normally go out. If you have a challenge with an application, let Jenna know so she can help move it along.
- Delegations will occur virtually and be successful for all. They are working through that now.
- City is looking at temporary patios and they are working through it so restaurants can extend or provide a new patio for their business.
- Working through the legal end and it is a challenge but they will work through it.
- Jenna will have a patio checklist of things to consider before opening a temporary patio.
- Looking to do a pre review of applications so they can issue right away when we are in stage 2.

6. Treasurers Report - Maria Thornton

- We did approve the 2020 budget in the April Board meeting. Restating here that the budget was approved in the April Board Meeting.
- Motion to Approve the 2020 Budget: Jelena Milivojevic
- Second: Hallee MacEwan
- Approved
- Software for accounting program is on the BIA office computer
- This is an ongoing process, Sage is going to help fix.
- Because of COVID there are events we will not be doing or we will be doing differently.
- Forwarded to Judy and Hallee to look at how to reallocate those funds. These funds need to stay within marketing and events.
- These funds cannot be allocated to administrative costs.
- Our admin costs are high compared to community spend.
- Time sheets with hours allocated will be created by Maria for the staff to fill out on a monthly basis. This will help identify all hours worked.
- Ideally we want to maximize the benefits to the members.
- Judy Worsley - Our levy is too low for what this BIA is being asked to do.
- Re-forecast of the 2020 budget is being worked on.

7. Executive Director Report - Judy Worsley

- Full report available upon request. Board has copies.
- The OBIAA zoom calls have been outstanding.
- Challenges seem to be the same for all.
- Chart was sent ahead to show what we have had as our response to COVID in Aldershot

- Leadership levels and local levels are all being supported.
- Andrea has a rolling list on our website of business as they open.
- Our job now is what do we do next.
- COVID recovery package is being worked on. Signage, decals, buttons.
- Working with the special events committee.
- Officially the office cannot be open yet and the board room cannot be used. Zoom meetings will occur for the foreseeable future.
- Chamber of Commerce Gala will be held virtually this year. We usually attend this event. Kelvin, Maria, Miriam & Judy will be attending.

8. Special Events Report - Hallee MacEwan - Jackie Andrews

- Report was sent ahead of meeting.
- Taking broader view of everything. Trying to capture the whole picture.
- Spec AD is being worked on by Andrea.
- Radio stimulus plan has been applied for, could be too late for this.
- Shop Aldershot picture image is being worked on by Andrea for no extra cost.
- Proposed ad possibilities are being worked on by Andrea with the Post and Neighbourhood Aldershot.
- CHCH is being thought about for down the road and not at this time.
- Dominos Pizza has offered part of their flyer/pizza box to us.
- Art initiatives are also being considered by Judy and Maureen.
- Zoom meetings for this committee will continue to take place.

9. Social Media Report - Andrea Dodd

- Reopening online continues to go well.
- Our newsletter reach is increasing and I get new emails and business adds each time I send one out.
- HOP into spring winners announced online with good feedback
- Stay Apart Campaign went out with good results, as far as I know it is over now.
- I have been asked to support the Burlington Chamber Virtual Awards Gala online.
- Sat in on an OBIAA zoom call and will continue to do so when I can.
- I am working with them to send pictures of our community practicing social distancing etc. (IKEA & DQ) they are compiling something which I will share online as soon as I see it.
- Instagram Story is being used every day to share what our members are offering, changing hours and any other information they are trying to get out.
- Working on an AD with Jelena for the 1/4 page spectator space, the same details were sent to The Post and we will do the same message again for Neighbourhood Magazine. It has a support local and shop Aldershot theme.
- Have an idea for the banners as a start and will email that out this afternoon.

Next Meeting Date - July 9th, 2020 - 7:30am.

Adjourned.