

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

Thursday July 9th, 2020 - 7:30am

Present:

Kiara Galbreath
Sonia Pagliuso
Kelvin Galbraith
Tara Thorpe
Jenna Puletto
Maria Thornton
Jelena Milivojevic
Dr. Pedlar
Dr. Karen Lee

Staff:

Judy Worsley
Andrea Dodd

Regrets:

Jackie Andrews
Miriam Mulkewich
Hallee MacEwan

Guests: None

Introductions

1. Approval of Minutes June 2020.

Motion: Jelena Milivojevic
Second: Kelvin Galbraith
Approved.

Approval of Agenda

Motion: Jelena Milivojevic
Second: Kelvin Galbraith
Approved.

2. Declarations of Conflict of Interest - None.

3. Chair Remarks - Sonia Pagliuso

- Review of Strategic Plan
- HR Committee had a meeting and it was discussed we would review the Strat Plan.
- Further ahead than we thought but there are things that need to be tackled.
- Policies and procedures need updating, tightening up personnel and those types of things would be taken care of by a committee that we would form.
- Organizational Development with sub committees would be created depending on the topic and what the goals are.

- Could we have Board look at this section and dive into it. Maria is happy to help out in August.

4. Kelvin Galbraith - City of Burlington

- Mandatory mask order is going to council. Many other cities have been doing this.
- People have strong opinions about this and council is hearing them all.
- There is language in the document with specifics, only areas that are open to the public will be mandatory.
- This will go to council July 13th for final approval.
- Stage 3 - July 13th, more business will open and we will somewhat return to full open.
- Loving the signs on Plains Road that we created, COVID KITS for members, well done.
- Kelvin will send along the language and the document.
- ADI Development - Occupancy set for 3 weeks from now for phase one of that building.
- Land use conversions are next to happen in that area as far as employment lands.
- Met with owners of the former Fire Association house and the one beside it. They finally have a plan for a 9 storey apartment (rental) building. No retail plan for this location.

5. City Hall Report - Jenna Puletto

- Still working on the patio solution for restaurants and this will continue.
- The patios up are really are meant to be temporary.
- If there are any businesses that need assistance in Phase Three, Jenna is happy to help.
- A tent issue has come up to serve people in the parking lots also. Working on a solution for this.
- MT - You may want to look into the cushioning of the seating for these patios in regards to transferring of Covid.

6. Treasurers Report - Maria Thornton

- Working on getting the numbers in, have all reports from Melissa. Need to key everything in by hand.
- Proper statements will be coming soon.
- Through this process Jackie will be trained on the system as well.
- Aiming for the end of August.

7. Executive Director Report - Judy Worsley

- Full report available upon request. Board has copies.
- Phases document has been sent out. This is a template from OBIAA that we have adapted.
- Hopefully some funding coming down for BIA's that we would be available for.
- Special Events Committee has been fantastic along with the staff.
- BERN has been created with Team Burlington and will come up with business strategies on a go forth basis.
- Marketing plan is Shop Local, Shop Aldershot and I Love Aldershot, Andrea keeps pushing this out online and in print and we have a promotion planned for the fall using this also.
- Newsletters continue to go out from Andrea to ensure the right information goes out to our members.
- We need to do some beautification work.
- Andrea is creating new banners at the TD site and she has a quote for sculpture to chat about.
- Community is asking about a market. See full report.
- Have not approached National about that property and we could perhaps use Downs-view plaza as an option.

- Do we want to try a Thursday market, late August and into September? 2pm to 6pm.
- Kelvin - Great idea, and outdoor is key. A great way to put some life back into the street.
- Sonia - Agree, as long as we follow the rules and do it safely.
- Maria - She can chat with Downs-view and August is a good time to start.
- Jenna - Will continue to support this retail market from her end and help how she can.
- Patrick - Would volume of cars be a problem on Thursday? Great idea to get going on it.
- Judy - Idea - Artistic Windows - Paint your Village
- Engaging storefronts and local artists to do some window painting up and down Plains Road in our storefronts.
- Andrea will push on social media to promote the business and the artists.
- Estimating around \$2000 for this project.
- Jenna will connect us with appropriate artists to kick this off.
- Would like to make this very local program to showcase our stores.
- Patrick - Is there a way to allow businesses to share the cost?
- Kelvin - Great idea and the BIA should have theirs done first.
- Maria - Love this and will participate.

8. Special Events Report - Hallee MacEwan - Jackie Andrews - Jelena

- Report has been emailed out.
- Halle sent some notes: Most topics have been covered.
- Dominos Pizza Boxes are being quoted from the printer.
- I LOVE Aldershot promo for fall is set to go.

9. Social Media Report - Andrea Dodd

- Very busy online with updates, member support & our own ABIA original content.
- Newsletters out include COVID Kits, Look Local Offer, Community outreach (Food Drives & Bottle Drives) and our ABIA specific content.
- Quote for 3D rendering - Would help with activations going forward. Discussion please. We would need to explore sponsorship for this. Judy will speak to potential sponsors to share the cost.
- Patrick - Undecided but seems like a great idea with sponsors.
- Kelvin - Concern if it is mobile or not and the cost for that.
- (2) Banners out front of TD project completed and ready to be installed soon.
- Burlington Paving was announced as our ACHR winner in our newsletter and on our website after Judy notified them by phone.
- Working with Look Local on an opportunity for members to take advantage of special pricing opportunity and also a spotlight on the ABIA and two business members.
- Neighbourhood Magazine completed but I have not seen it out yet. Proof looked great.
- Andrea will put them off until the Spring when we can introduce this in 2021.

Next Meeting Date - August 13th, 2020 - 7:30am.

Adjourned.