

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

Thursday August 13th, 2020 - 7:30am

Present:

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

Staff:

Judy Worsley
Andrea Dodd
Jackie Andrews

Regrets: Dr. Karen Lee

Guests: Alex Warne, Ashley Rebelo

Introductions

1. Approval of Minutes July 2020.

Motion: Jelena
Second: Hallee
Approved.

Approval of Agenda

Motion: Hallee
Second: Miriam
Approved.

2. Declarations of Conflict of Interest - None.

3. Chair Remarks - Sonia Pagliuso

- JW has updated the Strat Plan and it gives a great birds eye view and we would like to have some sub committees formed. Suggestion: Recruit 2 new board members to fill vacancies first before the committees are formed.
- Perhaps the Board could come up with some names that would be discussed as possible board members.
- MT Add to the newsletter that we are looking for board members.
- MM What are the needs of the board, look for those types of people in the community.

- We will put in our newsletter and the board will also submit names.

4. Kelvin Galbraith - City of Burlington

- ADI development - Occupancy has begun and there are many moving in.
- Many For Lease signs also.
- More and more people in our community and a Phase 2 will come in a couple months.
- BERN - resolution in regards to City funding working along with Team Burlington.
- Looking for monies for small businesses to purchase PPE and this will be an ongoing expense.
- If we can help the business community in any we we will. The City cannot distribute funds and are looking at ways to gift this money to businesses that need it.
- You can apply soon and will be approved soon.
- Working with Economic Development - 'Post Promise' is an initiative for business to take to help build customer confidence.
- 5 commitments you need to make (do this online) and you get a PDF to share with your community.
- Apply online at <https://postpromise.com/en/>
- The BIA will also promote through our newsletter.
- Good news! COB was awarded 6 million from the Federal & Provincial government to help with current deficit.
- Met with the city roads team on Plains Road - Resurfacing is due from Shadeland to RBG.
- Safe cycling routes will be put in place on both sides of the road.
- Discussions with residents about the new transit routes are ongoing. KG - welcome feedback on this topic.

5. City Hall Report - Jenna Puletto

- City Hall has partially reopened for select services.
- Outdoor Patios now allow temporary tents on their temporary patios.
- Will be in effect until January 2021.
- They do need the application updated if they are adding a tent, need to have the landlord onsite.
- As the weather gets cooler we may have to amend the bylaw again to talk about heating the outdoor spaces.
- Any feed back is welcome about patios for our report and what can be improved going forward.
- Working on a state of the BIA's report, update to council and to show what the BIA's are doing and any highlights they have.
- Big wins and Covid pivots will be talked about along with how we supported the business community.
- Rosa Bustamante will be covering Jenna on her maternity leave until they onboard the new BIA Special Coordinator.

6. Treasurers Report - Maria Thornton

- Working on the financials for the end of August. The software purchase has made it difficult.
- Will work on the transition and training with Jackie for the September board meeting.
- We will wait to chat about the allocation of funds until next time.
- Are there any questions about the budget items that have been reclassified?
- JA - Could we offer our first market to vendors for no charge? Yes, we haven't been able to promote as we would like too so we may have a slow start. Vendors would appreciate that.
- JW - Concern, most vendors are not members.
- PP - Our markets fees are reasonable.

7. Executive Director Report - Judy Worsley

- Full report available on request.
- Ontario Chamber has a new program we will be taking part in, information will come your way by email.
- Delegated to City Council about needs of Small Business with Brian Dean of the BDBA.
- We have been talking to small business on Plains and many are just hanging on, business is slow.
- We do need help from the city with this extreme situation.
- BERN - Have been meeting with 10 different sectors of the economy and hearing their stories.
- Watch your email for invitations to participate in this large economic recovery plan.
- Will be working with the chamber to make sure some money comes to Aldershot.
- Digital Main Street is finally coming in and BEDC has taken the lead.
- We have short list of our members who could really benefit from this, more on this to come.
- 15 Group restaurant proposal, sent by email.
- The plan is exactly what the BDBA has done and it is up to us whether we want to go forward for Aldershot residents. Do we have an appetite to present this to our restaurants? Cost to the ABIA would be about \$500 per restaurant.
- Much discussion about costs, content of consultation and timeline. Also, how do we help the rest of the businesses that are not restaurants?
- JW - What are my next steps?
- JM - The content is a bit outdated so we would need to change it before we go ahead
- MT - Restaurants may benefit more from a “are you ready for the future” rather than “are you ready for today”. Opportunity for JW - Get a restaurant who participated to speak to our Aldershot restaurants about what they learned. You could do this on a Zoom call.
- MT PP Recommendation: JW - Go back to the 15 group and see if you can negotiate a new deal with updated content. This could be a cost share with the restaurants and the ABIA.

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

- Report was sent around and the markets are the most important at the moment.
- Jackie - Been working to get the markets back on track.
- Standards are in place along with vendors guides and protocols.
- Times have changed to be from 2pm to 6pm
- Site Plan, sanitizing, screening and spacing protocols will all be in effect.
- We have 15 vendors at the moment and they have responsibilities as well.
- Encourage the community to shop local and shop in Aldershot.
- Special thank you to Maria for all your help with the guidelines and protocols for the market.
- Will send the Market Protocols out as a document so you can all see it.
- Paint your Windows and I Love Aldershot signing up is going very well.

9. Social Media Report - Andrea Dodd

- Really going well. There is a lot of content out there to share.
- Team Burlington Stay Safe is running now, this will be in the newsletter and mostly twitter also.
- Ready to go with the markets campaign which will start to go out again today.
- The Zoom Room (member networking event) is prepped and ready to go out starting tomorrow.
- Banners are up at Plains & King, hopefully more to come!

Thank you and see you next time!

Next Meeting Date - September 10th, 2020 - 7:30am.

Adjourned.