

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

Thursday October 8th, 2020 - 7:30am

Present:

Kiara Galbreath
Sonia Pagliuso
Kelvin Galbraith
Tara Thorpe
Maria Thornton
Jelena Milivojevic
Ashley Rebelo
Dr. Pedlar
Miriam Mulkewich
Dr. Karen Lee
Robert Catherall, City of Burlington

Staff:

Judy Worsley
Andrea Dodd
Jackie Andrews

Regrets:

Guests: Amit (Colours & More), Viera (Eyes Daycare), Jacquie Shetterer

Introductions - Welcome to our guests!

1. Approval of Minutes September 2020.

Motion: Jelena
Second: Miriam
Approved.

Approval of Agenda

Motion: Jelena
Second: Miriam
Approved.

2. Declarations of Conflict of Interest - None.

3. Chair Remarks - Sonia Pagliuso

- Update of Strat Plan, Business Recruitment Committee has a meeting tomorrow morning get started on a plan for developers.
- MT - will there be a meeting about developing the budget for 2021 on the agenda for next time?

4. Councillor Kelvin Galbraith - City of Burlington

- ADI call last week as Phase 2 is coming forward. 32 and 29 story buildings. 1200 units.
- No retail plan as of yet.
- Lack of finished plan for the Aldershot MTSA (Mobility Hub term has been dropped).
- Official Plan was passed this week.
- We are seeing applications and interest from developers.
- Molinaro Development - Came forward with a pre App for a site past IKEA across from the mall.
- Spoke with Robert about completing the streetscape guidelines for Aldershot.
- Old Sotiris site has interest for a 6 story building at 427 Plains Road E.
- Solid Gold will be completed in 2 phases. 11 story with full retail on the bottom possibly including Starbucks. The actual SG building will be part of phase 2.
- Safe Restart Program is open so please get your applications in, the money and support for small business is there.
- JW - This was an initiative of Team Burlington and special thanks to Kelvin for championing this.
- North Aldershot has some big developments planned, many special unique areas up there to be preserved. Some developments have been put on hold until the work at the Region is completed.
- Aldershot is one of the busiest wards on the city, there is a lot happening.

5. Robert Catherall - City Hall BIA Special Coordinator

- Thank you for having him, happy to be here.
- Not shortage of interesting work to be done in Aldershot.
- JW has brought him up to speed on what is pressing.
- Met with KG also and he brought him up to speed on the streetscape guidelines. Spoke about the realities of development applications coming forward.
- Completed a drive around to catalogue the existing temp patios in Aldershot and helped to understand what is the business mix is in Ward One.
- Any questions, please reach out.

6. Nomination Committee Report - Miriam Mulkewich Vice Chair

- Working on the strategies for a board matrix and who and how members join.
- Important as we take on new Board members that we have a wide skill set and different perspectives.
- You will receive a questionnaire for yourself to fill out so that we can have on record for the ABIA.
- This process will identify the needs of the Board as a whole.
- What do we think of SLACK, are you finding it valuable?
- AD - Works very well and is highly searchable
- MT - Found it quite easy after she dug in a bit but we need to have everyone if it will work.
- Kelvin G - Will have a quick demo with AD and it should be ok as long as calendar events still land in outlook.
- MM - We will continue to trial this out for a month and check back at the next meeting.
- SP - Very organized and good for the Board.

7. Treasurers Report - Maria Thornton

- Long days trying to get Sage up to date. Expenses have been entered for the year.
- Financials have been sent to the finance committee, waiting for some expenses to come back from the team.
- Working on getting information from the Strat Plan to put together a 2021 budget for the end of November.

- We want to get the budget in early and reach our goal and have the budget completed before the year is out.
- This will in turn be available for the AGM.
- 2021 will be a clean slate and fresh eyes for event spending and program creation for the ABIA.
- In the past we didn't do as much for the membership so we do have some reserve funds, this may open up some dollars to us. We can then use these funds to energize the community for the 2021 year.
- Will continue to work with Judy to give her the opportunity to do more comparison so she has a snapshot of money spent and what is available.
- JW - Maria has done an outstanding job and I am very grateful for all her hard work. As well as Jackie, thank you to both for completing all this work.
- Question JW: We did have money aside for implementing the Strat Plan, have we used this?
- MT will send the committee all the reallocations so they have this information and where money has landed. Please let MT know when available so MT can update you in person.
- Questions of comments please use SLACK and contact Maria.
- SP - Do we need a Finance Committee meeting? MT - Will set up with appropriate people when all information is in her hands.

8. Executive Director Report - Judy Worsley

- Continue to put the advocacy section on the report as that is ongoing.
- Team Burlington worked hard on the Safe Restart Grant so please take a look at that fund and apply.
- Visiting retailers to remind them to apply for Digital Main Street and the Safe Restart and will continue to do so.
- Paint your Village is on hold until the Spring. Have not got anywhere with procuring the artists.
- Breaking News: Grant from the City for beautification was applied for in February. We will receive \$5000 and the COB will match. We have to commit to the spend and we could get 5 more lights along Plains Road.
- Discussion.
- PP - Get the grant and match money and go ahead with for 5 new lights this year.
- Kelvin G - Support for adding the 5 lights and updating 10 poles.
- Motion: Spend \$5000 on matching grant to refit 10 more poles and purchase 5 more lights on Plains for Christmas Lights.
- Motion: Maria Thornton, Second: Kelvin Galbraith Approved.
- Digital Main Street is a valuable tool for all your businesses, please take advantage of these experts and up your digital game.
- Look Local Magazine has an interesting opportunity for a website 'Digital Store' that we can take part in. JW will continue to work on this and keep you posted.

9. Special Events Report - Jackie Andrews - Jelena Milivojevic

- Full report was sent through SLACK
- Much has been already covered in this conversation today.
- JA - Update on Markets
- We have new vendors coming today which JA found online. Lots of new interest.
- We have 25 vendors for today's Market.
- Over 200 guests at the last market and social distancing, contact tracing and protocols are all in place.
- It's fresh and exciting.
- I heart Aldershot is doing well.

- Village Tree is continuing to be worked on and we are almost there. Waiting to hear back from HRPS for the Cram a Cruiser. We have mapped out this drive through so there are no traffic delays
- We are meeting again as a committee next week and hoping to finalize sponsorships ASAP.
- Promotions will start November 1st for this event.
- Judy if you need help with ask please let us know.
- We are looking for an Events Committee Chair if anyone is interested in this position.
- JW - Board, would you like to sponsor this event? Banner will be up for at least 8 weeks.
- JW - Thank you to Maria for handling the produce stall, this is an important part of our Market.

10. Social Media Report - Andrea Dodd

- Report was sent through SLACK regarding our state of Social Media and a request for \$500 to sponsor our FB page.
- We need to capitalize on the eyes on our pages right now. This will in turn upgrade the views on our website.
- Discussion.
- Motion to Spend \$500 on Social Media Follows: Miriam Second: Jelena. Approved.
- Banners Quote was sent through SLACK for LaSalle & Plains.
- Motion to Approve Banners: Miriam Mulkewich Second: Kelvin Galbraith Approved. Please go ahead.
- AD will look at the poles near MapleHurst School and get a quote for that next.
- Kevin G - These poles may come down as National Homes continues their work so perhaps hold off until the streetscape guidelines are completed. We may be able to work with NH to get them revamped and put up after construction.

Thank you and see you next time!

Next Meeting Date - November 12th, 2020 - 7:30am.

Adjourned.