

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

Thursday September 10th, 2020 - 7:30am

Present:

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

Staff:

Judy Worsley  
Andrea Dodd

Regrets: Jackie Andrews, Dr. Karen Lee

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

Introductions - Welcome to our guests!

1. Approval of Minutes August 2020.  
Motion: Pat Pedlar  
Second: Miriam Mulkewich  
Approved.

Approval of Agenda  
Motion: Maria Thornton  
Second: Miriam Mulkewich  
Approved.

2. Declarations of Conflict of Interest - None.

3. Chair Remarks - Sonia Pagliuso

- Elections will take place at the end of the meeting.
- Sub committee will be formed for business recruitment strategy.
- Looking to make the ideal business mix and drive consumers to Aldershot.
- Judy is looking for information on this from the BDBA and BDC.
- MT - Please bring her in on any budget calls in preparation for next year.
- MT - Are we looking at expanding the boundaries? These would work in conjunction and this is the time to do it.
- JW Guiding principles must come first.

#### 4. Councillor Kelvin Galbraith - City of Burlington

- ADI - Phase 2 is asking for contacts and he forwarded Judy's name so we can stay involved.
- Phase 2 will have the height and people are moving into Phase 1.
- Waterdown Rd - Due for expansion and are starting now. It will be messy for a while but worth it for our BIA members.
- Region - Put motion forward to ask for an addition \$125,000 for the BERN initiative to help with PPE costs.
- Businesses will be able to apply for funds and this will hopefully pass next week
- Business Survey was sent from the Halton Region.
- Mercedes has many properties on the North Service Road. They will be moving forward with application for these sites. North Service Road will be somewhat of an auto park and will bring over 1000 jobs to Aldershot.

#### 6. Treasurers Report - Maria Thornton

- Update was sent out on Sage by email.
- We are getting close and software has been fixed.
- Focus will be turned to the budget once we are fully updated.
- On the next agenda, we need to allocate funds and take a look at the Strat Plan. Need to identify this in our reserve fund. Judy - Please add to agenda for October.
- Beautification line needs to be validated and that will be done going through 2019 numbers.
- Finance Committee needs to meet before November, 2 times.
- Jackie has been trained to enter accounts payable etc. More training will come for her.
- MT will send dates by email for these meetings.

#### 7. Executive Director Report - Judy Worsley

- Full report available on request in regards to advocacy work.
- BERN has reached second stage and this will go to City Hall.
- All available in report, other BIA's are also heavily involved.
- Much advocacy work lately. The OBIAA has given lots of support.
- Sept 26th 4pm ADI would like to meet with us. Looking for 2 people from the Board to join the call.
- Sonia will join this call.
- Networking Zoom - we should postpone this until November? We will choose a new date.
- Covid kits have been handed out and will continue to be. We will give the extra supplies to the membership.
- Paint Your Window - We really need artists contacts to make this happen. Looking for help finding these artists.
- Dr. Pedlar may have some contacts and he will make an ask.
- MT - In future, let's get the artists sorted first and then ask for participants. Finalize the details first before we go ahead.
- MT - Can you provide an update on 15 group? JW has not heard back from them and she has no restaurateurs signed up.
- MT - Is there other value we can provide to our members instead? We need to come up with a plan to support the restaurants somehow. What can we do now?
- JW stops into the restaurants once every two weeks to keep in contact with them so they know we are there with them. It is too late for the 15 group consultations.
- JW will offer the restaurants their own call to chat about what they need.

#### 8. Special Events Report - Jackie Andrews - Jelena Milivojevic

- Met last week and recap was sent out.
- Markets are on track.
- I Love Aldershot has begun with almost 50 participants.
- Packages for this event have been handed out.
- Best Dressed will occur again this year, looking for a Board member to judge!
- Displays will be up by December and AD will take care of this.
- Village Tree - We will light the tree only but will not have the vendors, Santa etc.
- Judy will be getting sponsorship for the tree and create the signage.
- This will be mostly an online promotion due to covid.
- Holiday Lights are being prepped for Plains Road.
- Hallee has stepped down and Jelena will stay on until October. Ashley will be filling in on the Board and the Special Events Committee. We are looking for a Chair for the special events committee.

#### 9. Social Media Report - Andrea Dodd

- SLACK
- AD has investigated this platform for communication and it looks good.
- It would be a great tool to keep all our BIA communication, files, documents and links all in one place.
- Easy to use
- First 10,000 messages are free and then we would pay by the user after that.
- In order for this to work it would require a buy in from the whole Board and staff.
- If you would like to go ahead AD can set it up find an introductory video for you to watch to make it easier and less time consuming.
- MM - It is a great way of sharing information and collaborating. Groups can be formed for direct messaging and efficiency also.
- The board will take a look at SLACK and AD will see if she can find a demo online for them to look at.

#### Elections: Acting Chair & Vice Chair

Motion: To formalize Sonia Pagliuso to Chair Position - Miriam Mulkewich

Second: Pat Pedlar

Approved.

Comments: All yes and thank you Sonia for your work.

Vice Chair: Miriam Mulkewich would like this position.

Motion to make Miriam Mulkewich Vice Chair: Maria Thornton

Second: Pat Pedlar

Approved.

Congratulations to both on these positions.

Thank you to our guests for joining in today.

#### Recruitment for the board.

- JW would like to bring in Amit and Viera to the Board.
- MT - governance suggests we bring on the right board members.
- Opportunity for us as a board to ensure we bring on the right people.
- We need to complete the Matrix to understand where the board is lacking in skill and go after those Board members. We would seek proper people for these positions.
- Board only committee should make up the nomination committee.

- MM - agree to take a bit of extra time now to find the right people.
- Kiara G - Suggestion to offer these people to attend meetings for 3 months before we accept them.
- Kelvin G - Historically we have been a board with positions with no interest. A change of focus with this Matrix is a good idea.
- KG, KG and MM will pull Matrix together. MT will help with governance documents and criteria.
- JW - OBIAA has a different Matrix that JW will send along to the Board.
- MM - Will set the ZOOM to get this started.

Thank you and see you next time!

Next Meeting Date - October 8th, 2020 - 7:30am.

Adjourned.