

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

Thursday November 12th, 2020 - 7:30am

### Present:

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

### Staff:

Judy Worsley  
Andrea Dodd  
Jackie Andrews

### Regrets:

Guests: Amit Gupta (Colours & More), Viera Kononenkova (Eyes Daycare), Michal Janecek (Faber & Oostdyk)

Introductions - Welcome to our guests!

#### 1. Approval of Minutes October 2020.

Motion: Kelvin Galbraith  
Second: Maria Thornton  
Approved.

#### Approval of Agenda

Motion: Kelvin Galbraith  
Second: Maria Thornton  
Approved.

#### 2. Declarations of Conflict of Interest - None.

#### 3. Chair Remarks Update of Strategic Plan — Sonia Pagliuso

- The document for the new business strategy for Aldershot has started.
- Met with Look Local and HR Committee to get many things sorted out.

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

- ClearView development (Masonry Court) is moving forward and expect it will be approved.
- Halton Region is doing a review of North Aldershot

- Development proposal beside Pluckers (beside Holy Rosary) signage. They have had a pre consultation with City staff but they have no approvals yet.
- MTSA - Region is almost complete the OP and that work will resume in the New year. Would love to include the BIA as much as possible in that area.
- King Road north of the tracks is near completion. Smaller industrial units in total of 50. More and more people jobs etc coming to Aldershot. People, customers and activity.
- Thursday, Nov 18th Telephone Town Hall with MP MPP Mayors at 6:30pm.
- Patios & Tents, council approved these extensions throughout the winter season.
- Paid parking is coming back to downtown Burlington and this may drive traffic to Aldershot. There are many units in there that will benefit our community.

#### 5. Robert Catherall - City Hall BIA Special Coordinator

- Extension to the Patio Program has been approved through to October 31st 2021.
- One blanket application to make it easier on the businesses.
- There are grants available for applicants requiring a building permit for larger tents.
- All information is available on [burlington.ca/patios](http://burlington.ca/patios)

#### 6. Vice Chair Report - Miriam Mulkewich

- SLACK, how are we feeling about it?
- Everyone feels that it works well and we will work to keep things fluid using this tool.
- Nomination Committee - We have 2 applications in to join the Board.
- Please complete your Board information and sent to Miriam at your earliest convenience.

#### 7. Treasurers Report / Restaurant Forum - Maria Thornton

- Restaurant Report
- Call when well with 4 restaurants participating. We learned a good about from them about what they are going through.
- We would like to promote the restaurants as much as we can.
- Customer confidence and education is necessary to get diners inside. We can't do too much financially for them but we can support in other ways.
- Maria will send other take aways to the Board as a request for approval including funding fees for a one time BRA membership up to \$100.
- Assist the restaurants in a Social Media Campaign regarding consumer confidence and dining inside. We would have a campaign about consumer confidence using Andrea's time to show them how to build this type of campaign. Creating a perception that dining in is safe.
- We could also create our own campaign in regards to best practices of dining in.
- Motion to offer consultations from OO Social to our restaurant group who hold licences:  
Maria Thornton
- Second: Kelvin Galbraith - Approved.
- Motion to pay BRA membership Fee for one year: Maria Thornton
- We will pick this up again at a later date.
- MT will set up another call with the restaurant group to get this process started.
- Treasurers Report
- Sage - Up and running and the next step is to cut cheques from Sage.
- Budget will be ahead of the game and completed and submitted for the end of the year.
- Increase in the levy is expected.
- Next focus will be statements for audit and the AGM.
- Judy - Have a document to submit from OBIAA about finance and will circulate to the group.

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

- On Slack and emailed also.
- Exciting news about beautification, we will have 30 lights in all on Plains Road.
- Thanks to Jo Anne Porter, our past chair for her help with this.

- Lights will be lit this week along Plains Road!
- Burlington Safe Restart grant money went to 10 businesses in Aldershot for the first round and hopefully we will see more in round two.
- BERN work continues and gives us the opportunity to be involved.
- DMS - there is no deadline. It is there until the money gets used.
- OBIAA - Have many resources for us to use and the AGM was done virtually.
- Mayors Task Force - They are loving our lights program and the beautification in Aldershot.
- Continue to work on sponsorships for our different events.
- Action: Governance - Kay Mathews (OBIAA) will do a governance seminar for our BIA.
- Motion: To have Kay Mathews from the OBIAA come in for a consultation on board governance at \$500. Miriam Mulkewich. Second: Maria Thornton. Approved.
- Judy will schedule this.

#### 9. Special Events Report - Jackie Andrews

- Tree Lighting is all set for Saturday along with the drive through Food Drive.
- 870 Ballots for I Love Aldershot
- Colouring Contest is ready and we are now filling the prize packs.
- Motion: To approve the change in office hours from Thursday to Friday. Ashley Rebelo. Second: Dr. Pedlar. Approved.

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

- Our sponsored Posts are going well. All our number are heading up with almost 100 new likes to the page as of Wednesday.
  - Our Post Engagement is also up by 24% which is a very good sign that the community is seeing our content.
- So far we have spent \$247 of the \$500, using images of Aldershot Businesses.
- Play Advertising Building
  - Redline / RK Live Work Unit
  - Our plaza at White Oaks

Our next spot to pinpoint and photograph will be further East on Plains Road.

- The process has started for Jackie and myself to use @aldershotbia.com email addresses. I believe there is some miscommunication regarding our members, the community and market vendors as to who they are talking with. Having these emails will further upgrade the BIA in the community and the COB. Mine is set up as of yesterday and Jackies will be done later today.
- These emails also allow us to use Microsoft Office online. So we now have access to updated versions of Word, Excel etc.
- Post Promise - Free Kits to businesses who have signed on. I have ordered it and it includes clings, decals, fact sheet and tent cards. It will go up in the office.

Thank you and see you next time!

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

Adjourned.