

## **Aldershot Village BIA Annual General Meeting**

**Thursday, March 25th, 2021, 7:30-9:30am**  
**Zoom call due to COVID-19 Restrictions.**

### **Present:**

#### ABIA Members:

Sonia Pagliuso  
Kiara Galbreath  
Kelvin Galbraith  
Dr Patrick Pedlar  
Tara Thorpe  
Maria Thornton  
Miriam Mulkewich  
Robert Catherall  
Dr. Karen Lee  
Ashley Rebelo  
Viera Kononenkova

#### Staff:

Judy Worsley  
Andrea Dodd

#### Guests and Members of Burlington Business Community:

Mayor, Marianne Meed Ward  
President and CEO of the Burlington Chamber of Commerce, Carla Nell  
Executive Director of the Burlington Economic Development Corp., Anita Cassidy  
Executive Director of the Burlington Downtown Business Association, Brian Dean  
Burlington Downtown Business Association, Jaclyn Jones  
HDSB Trustee, Leah Reynolds  
Executive Director of Tourism Burlington, Kristene Smith  
David Nixon – Nixons Martial Arts  
Wayne Brown – Chamber Member  
Leslie Bullock  
Julie Cole

1. Welcome by ABIA Chair, Sonia Pagliuso.

2. Greetings and address by Mayor, Marianne Meed Ward.

-City of Burlington just passed 1y anniversary of the Declaration of the state of Emergency. We still feel the impact of Covid-19 in our personal and business lives. ABIA is a strong partner in “The Burlington team” and actions of the team during the pandemic will be long legacy. Some examples of the team achievements are new developed web site – a single point of reference for resources and support for businesses, strong advocacy for the business community, approval of freezing

insurance liability amount for hospitality sector, support of extension of business grants, Burlington economic recovery program etc.

3. Keynote speaker. Carla Nell, President and CEO of the Burlington Chamber of Commerce.

Carla brings with her a wealth of experience in owning her own businesses, she has more than 25 years of senior leadership experience in the private, public, and non-for-profit sectors.

- Main team of presentation- partnership and collaboration
- Introduction of Vision and Mission of the Chamber
- Journey of transformation of Chamber that started just before the pandemic – Bringing Life to Business. (connecting leaders, active advocacy, create opportunity)
- Burlington Economic Recovery Network led by Team Burlington. (Burlington Chamber of Commerce, Burlington Downtown Business Association, Burlington Economic Development, Tourism Burlington, Aldershot Village BIA)

4. Chair's Report – Sonia Pagliuso

Thank you to ABIA board members for their commitment and contribution. Thank you to ABIA staff: Judy Worsley – Executive Director, Andrea Dodd- social media coordinator and Jackie Andrews – special events coordinator. ABIA is a growing business community with over 250 businesses. Our board vision is to stimulate economic growth in existing businesses, attract new businesses, and create a destination for business to flourish in the future. Nominations are open for 4<sup>th</sup> Annual Aldershot Business Community Award until April 30th. Introduction of ABIA board members by name to the attending guests.

5. Treasurer's Report – Maria Thornton

ABIA currently undergoing financial audit. 2020 Actual Budget report – increased office expenditures, decreased marketing budget due to cancelation of events due to Covid-19. 2021 Budget 8.3% increase comparing to 2020 representing minor increase to individual business members. We are expecting increase in office and admin expenses as we are looking to hire a new part-time staff member who will focus on membership building and expansion. Decrease in marketing budget - we are not able to execute some of the projects and events due to Covid-19 restrictions. Marketing budget focus on community events, and branding.

6. Executive Director's Report - Judy Worsley

The purpose of the ABIA is to act as a voice for Aldershot business while providing a professional approach to improving business opportunities for its members, enhancing its commercial profile and relations with the community and the City of Burlington and building a strong local economic engine for Aldershot. Covid-19 had tremendous impact on business community -closures, retooling, increased pressure on supply chain, labour force safety concerns, new business regulations, friction between tenant and landlords, impact on business vitality, etc. Formation of Team Burlington with focus on advocacy

for restaurant and highly impacted sectors, promotion of grants and recovery programs: Safe Grants Round 1 and 2, Digital Main Street Program, Burlington Economic Recovery Network. Prominence of social media – website visits increased by 10,000; FB increased by 500 visits, Instagram by 250 visits. Increased readership of our newsletter, webinars, online events. Newsletter is available at [www.aldershotbia.com](http://www.aldershotbia.com)

2020 Aldershot Business Community Award recipient - Burlington Paving Company, Richard Cupido, nominated by Dr. Pedlar. They sponsored and created concrete pad with bike rack on White oaks plaza, we are very appreciative. Aldershot Community Honour Roll and Alderfest – cancelled due to Covid-19 in 2020 and 2021. Pivot to online events: I love Aldershot, Hop into Spring, Kids Colouring Contest, Best Dressed event for store windows. Created Covid Kits for members (masks, floor decals, t-shirts) Village Tree Lighting scaled back comparing to previous years, food drive in partnership with La Salle highly successful.

We added 10 more holiday lights on Plains Rd, 3 new “I love Aldershot” banners at Waterdown and Plains rd., King and Plains, Maplehurst area. Continue working with Councillor Galbraith on beautification guidelines and the Plains Road Vision plan.

7. Greetings from Kelvin Galbraith, Councillor, Ward 1

Expressed thanks to Madame Mayor, keynote speakers, presenters and all guests attending the meeting. Shared his own experience with business challenges during this extra ordinary year and thanked ABIA for role they play as an advocate and liaison for local businesses. City of Burlington passed the Official plan with several implications for Aldershot, including intensification and development of Plains Rd, Aldershot Go station is now MTSA (Major transit station area) – all this will add to the economic development in Aldershot area.

8. Adjournment by the Chair, Sonia Pagliuso, Closing remarks by the Executive Director, Judy Worsley.