

ABIA Board Meeting Minutes - December 9th, 2021

Attending:

Kiara Galbraith
Kelvin Galbraith
Miriam Mulkewich
Sonia Pagliuso
Karen Lee
Maria Thornton
Jessica Wilding

Absent:

Pat Pedlar
Ashley Rebelo

Regrets:

Staff:

Andrea Dodd
Judy Worsley
Tiffany Budler

Guests: Allen Teska - Financial Planning Services
David Nixon - Nixon's Martial Arts

Approval of Agenda

Miriam Mulkewich
Kiara Galbreath
Approved

Approval of Nov 2021 Minutes

Moved to January Meeting.

Conflicts of Interest: **None.**

Sonia Pagliuso: Chair Report

Welcome to David & Allen.

Treasurer Report: Maria Thornton

Budget was sent out yesterday on Slack.
Last minute changes and information regarding print and media and adjustments have been made.
Budget was presented with a 9% increase.

Motion to approve the Budget as submitted.

Miriam Mulkewich
Sonia Pagliuso
Approved.

Looking for an external accountant and book keeper for this organization.
Allen is willing to have a conversation about that.

Kelvin Galbraith: Ward One Councillor

Jessica will present and good morning!
Staff have been working on the final MTSA for Aldershot.
284 and 292 Plains Road E under review.
Applications are presented along with proposals for parking and amenities.
Temp road closures - King Road in two spots.
Loose leaf pick up is complete and moving into snow and winter maintenance.
RBG Winter Wonders event is on.
Lions Garage Sale is on also.
KG - The 35 Plains Road site across from Solid Gold have started to advance their application.
There is retail planned for that building!
Hidden Valley upgrades - electrical is being updated so that events can happen down there.
This is good news!
Rainbow crosswalk on Plains Road is in and we will get a good picture when the weather allows.

Samantha Romlewski: Special Business Area Coordinator

Presentations will be shared on Slack.
Updates provided for:
- Regional Official Plan 48, focused on the defining the MTSA across the region and confirming the boundary.
- MTSA Project
- City's Housing Strategy
- Integrated Mobility Plan - Complete streets.
- Planning is coming forward with a Preferred Integrated Network
Any questions please send Samantha a message.

Social Media Report: Andrea Dodd

Full Report on Slack
Digital Marketing Campaign - Excited to get this going for 2022 and continue to grow our online audience for the membership as a whole. Planning is underway to create an exciting campaign digitally.

Special Events: Tiffany Budler

Full Report on Slack.
Tree Lighting was a huge success due to many elements. Thank you for all the help and the event went well. Great weather too.
Total Sponsorship was \$7550, a good amount. Spend was \$5842 to the BIA.
Made a few changes to the sponsorship to add value this year and sponsors got a ton of recognition.
11 vendors at the site with one member no show.
Entertainment elements were great and brought many different groups of people to our event.
Food drive was the best ever in the history of the event.
Gift Card tree was a success with a \$250 winner of our members eateries.
In kind sponsors were also incorporated.
Estimate about 500 people came to the event, great crowd!
Vendor feedback survey was completed with all wanting to return.
Planning for 2022 is underway!

Coming up! Networking in February and the AGM.

Markets prep has begun and we are looking at revamping that.

Would like to put out a 2022 event calendar to the membership so they can see what is coming up and get more participation.

Membership: We are constantly updating the database. Have visited 50% of our members and taking the booklet as an intro.

Executive Director Report - Judy Worsley

My Main Street - Ec Dev has obtained this grant for us and is working with Judy to develop the job description. This person will be concentrated on Aldershot.

1200 King Road Walkabout - Very excited about this and they want the BIA involved.

Attended the Waterdown road pre application meeting, concerns about the height. Always asking for retail, parking and green space.

Attended Housing Strategy workshop, very interesting.

District Kitchen grand opening tonight.

Expansion - All information is on Slack.

Reexamined the boundaries and maps are on Slack. Much discussion on this project.

If the board is interested in reaching out to any potential businesses we would appreciate you opening the door for us.

Expansion committee follow up meeting is January 6th.

Next Meeting: January 13th, 2021 at 7:30am at local restaurant.

Adjourned 9:28.