



## Town of Collingwood

### Collingwood Downtown BIA Board of Management Minutes

April 14, 2016

#### BOARD OF MANAGEMENT

Charles Brand – Chair  
Penny Skelton – Vice Chair  
Patricia Boyce  
Michael Christie - Regrets  
David Conning - Regrets  
Deb Doherty - Councillor  
Catherine Durrant  
Christine Evanoff  
Bradley Green - Regrets  
Alex Yuen

#### RESOURCE

Susan Nicholson – BIA General Manager

A meeting of the Downtown Collingwood Board of Management Business Improvement Area (BIA) was held on Thursday, April 14, 2016 at the hour of 7:30 a.m. in the Business Development Centre Conference Room, 105 Hurontario Street.

#### WELCOME / CALL TO ORDER

Chair Charles Brand welcomed all in attendance, determined that a quorum was present, then called the meeting to order at 7:31 a.m. Chair Brand welcomed Councillor Doherty and thanked her for supporting the Board's request to re-appoint a member of Council to the BIA.

#### ADOPTION OF THE AGENDA

*Moved by Board Member Yuen  
Seconded by Board Member Boyce*

**THAT** the Collingwood Downtown Board of Management Business Improvement Area (BIA) adopts the April 14, 2016 Agenda as presented.

**CARRIED**

#### CONFIRMATION OF THE ADOPTION OF THE MINUTES

The March 10, 2016 Collingwood Downtown Board of Management Business Improvement Area (BIA) Minutes were adopted electronically and received by the Corporate & Community Services Standing Committee at their April 4, 2016 meeting and were received by Council at their April 11, 2016 meeting.

#### DECLARATIONS OF CONFLICT OF INTEREST OR PECUNIARY INTEREST - Nil

#### BUSINESS ARISING FROM THE MARCH 10, 2016 MEETING

▪ **Town of Collingwood/BIA Memorandum of Understanding (MOU)**

General Manager Susan Nicholson presented the draft MOU. The General Manager will meet with each portfolio chair to further define their respective sections. Once finalized, it will be circulated to the Board for review at the May meeting.

▪ **Barbara Weider Memorial**

General Manager Susan Nicholson circulated Staff Report PRC2016-08 with the Agenda package. The General Manager confirmed that at its April 11 meeting, the Corporate and Community Services Standing Committee deferred the matter its next meeting. Board Member Durrant reported that the Heritage Committee provided comments regarding maintenance concerns with the proposed location. The BIA remains opposed to the proposed installation as outlined in its letter included in the Staff Report.

#### COMMITTEE REPORTS

▪ **Finance and Administration**

Treasurer Yuen and the Board reviewed the financials for the period ending March 31, 2016 and confirmed that the Board's financial position is sound.

**Moved by Board Member Yuen  
Seconded by Board Member Skelton**

**THAT** the Collingwood Downtown BIA Board of Management accepts the Financial Statement for the period ending March 31, 2016 as presented.

**CARRIED**

**Invoices Paid**

The General Manager elaborated on the listed invoices. The Board having reviewed the list of invoices paid since the last meeting approved them as follows:

**Moved by Board Member Yuen  
Seconded by Board Member Skelton**

**THAT** the Accounts Payable Vouchers of the BIA for 2016 up to April 14, 2016 in the amount of \$37,008.31 be endorsed as presented.

**CARRIED**

**COMMITTEE REPRESENTATIVE REPORTS**

▪ **Council Representative – Councillor Doherty**

Councillor Doherty thanked the Board for welcoming her to the Board. Councillor Doherty outlined the Town's change in its governance structure and updated the Board on Council's directions with respect to budget and the appeal of the wind turbine project adjacent to the airport.

▪ **Heritage Advisory Committee**

Board Member Durrant advised that at the April 6<sup>th</sup> meeting the Committee met with the business owner of 203 Hurontario Street regarding non compliance (colour and failure to obtain a Heritage Permit). The Committee referred the matter to Building Services and By-law Enforcement. The Heritage Committee has asked for the opportunity to review and comment on the section of the by-law which pertains to use of non heritage colours. The Committee discussed use of non approved materials (vinyl windows) and non heritage colours and failure to obtain a Heritage Permit for businesses located within the BIA. Heritage Committee Mooy will submit articles for the BIA newsletter.

▪ **Maintenance and Capital Expenditures**

Board Member Christie reported on discussions with Public Works Supervisor Jody Livingstone regarding safety issues, spring clean up day coordination and Christmas tree removal.

▪ **Beautification and Decorating**

Board Member Boyce confirmed that she met with the Coordinator of Arts and Culture to select the 40 banners for 2016 and also confirmed that the BIA expects to secure 24 sponsorships (16 secured to the date of the meeting) for the 2016 Art Chair Program.

▪ **Communications**

Communications Chair Brand reported that he and the General Manager are awaiting a second quote for the social media project and are also considering having a staff person undertake the work. The Member Meetings Subcommittee is finalizing details for the upcoming member meetings and socials, the second of which is scheduled for April 22<sup>nd</sup>. Communications Chair Brand and the Director of Marketing and Business Development met with the owner of the Gayety Theatre regarding upgrades to his facility and advised him that the BIA is not able to fund/invest in private properties. Chair Brand and the General Manager met with Board Member Evanoff. Board Member Evanoff will assist other portfolio chairs as a committee member and is eager to continue working with the BIA.

▪ **Events and Activities**

Board Member Green sent regrets. General Manager Nicholson reviewed the listed events which the committee is reviewing/planning/considering for the upcoming year. The subcommittee is meeting on a monthly basis, to continue the process and has developed a new template for planning all components and assessing success of each event.

▪ **Marketing and Promotions**

Board Member Conning reported that he, the Director of Marketing and Business Development and the General Manager continue to finalize the upcoming year's advertising and marketing plans, both collaboratively and unique to the BIA. Several print publications proposals have been received, several are offering up to 25% reduction in rates for BIA members. Branding and Messaging: Creative brief has been circulated to potential developers to create a refreshed brand image. Refreshed Collingwood Downtown logo is being utilized in all print publications. Downtown Dollars: still in development. The General Manager will ask for input from counterparts at the upcoming conference. Advertising has been booked in Horizon Magazine

that distributes 100,000 copies through the Toronto Star. 44,280 impressions will be included on PATH™ screens from May 1<sup>st</sup> to August 31<sup>st</sup> and 672 spots on Dundas Square screens during a two week period.

- **Parking and Bylaws** - No report

- **Future Planning**

Board Member Skelton reported that the Manager of the CIBC is supportive of the walkway enhancement project and will forward to his superiors for input and possible partnership once a proposed design is developed. A meeting with the new manager of the TD Bank is being requested. Board Member Skelton is working with the Executive Director of the Environment Network to resume the School House Lane depaving project.

- **General Manager's Report**

General Manager Nicholson highlighted the following items from her circulated report:

**Administration**

- May 7 Business Marketplace at Eddie Bush Arena – BIA staff will assist with set up / tear down as an in-kind contribution
- Met with Town of Collingwood's Accessibility Coordinator and Accessibility Advisory Committee to update plans for OBIAA's Accessibility Smart Businesses – Employer Forums, in collaboration with Business Development Centre colleagues. Date has been set for the evening of May 25 at the Library. There is a teleconference scheduled on April 21 with other host communities to assist in planning agenda.

**Marketing / Promotions**

- 2016 Town Event Planning meetings, held bi-weekly; BIA event meeting – April 5
- Review of Farmers' Market applications – letters of confirmation or rejection have been mailed out.
- Local Live Lunch – Several calls have been made to potential partners to secure a new Presenting sponsor. Scotiabank™ has been confirmed as a returning event sponsor. Meeting with Town/Blue Mountain Village regarding re-introduction of Peak to Shore Event as well as Blue Mountain's 75<sup>th</sup> Anniversary initiatives.
- Meeting regarding Art Crawl 2016, scheduled for September 24<sup>th</sup>.

**OBIAA**

- Attended OBIAA conference – April 10 to 13 at London and planning for the OBIAA Board meeting scheduled for May 26/27 at Collingwood.

**CORRESPONDENCE SENT BY THE BIA GENERAL MANAGER SINCE THE MARCH 10<sup>TH</sup> MEETING:**

1. Member Newsletter – March 8, 2016
2. Media Release regarding Easter Egg Hunt
3. Welcome Letter to Councillor Doherty

**CORRESPONDENCE RECEIVED BY BIA GENERAL MANAGER SINCE THE MARCH 10<sup>TH</sup> MEETING:**

1. Email regarding changes to RED program
2. Email from citizen regarding health and safety concerns public crosswalks
3. Email from Clerk, Sara Almas regarding changes to BIA establishing bylaw
4. Email from Crohn's & Colitis Canada representative regarding 'Go Here' Program – *Information about the program to be included in the member newsletter.*
5. Invitation from Jim Wilson, MPP requesting attendance at Queen's Park to support resolution related to wind turbine project – encouraging people to attend in support
6. Email from Jim Does, OPP Crime Prevention officer regarding recent presentation
7. Email from BIA member regarding excessive truck traffic on Hurontario Street

**NEW BUSINESS**

- **Retail Business Holidays Act**

The Board discussed the possibility of increasing the number of statutory holidays that businesses would be allowed to be open in the town of Collingwood.

**Moved by Board Member Durrant**

**Seconded by Board Member Yuen**

**THAT** as a four season destination, the Collingwood Downtown Board of Management Business Improvement Area (BIA) supports moving forward to allow businesses the option to be open during statutory holidays in addition to those currently allowed.

**CARRIED**

▪ **Smooth Pay Proposal®**

The Board reviewed the circulated information package and did not support further investigation regarding the proposal.

▪ **2017 Santa Claus Parade – Date and timing**

The matter was referred to the Future Planning, Events and Activities Committees for further discussion and review.

▪ **Blue Mountain 75<sup>th</sup> Anniversary**

The General Manager briefed the Board regarding Blue Mountain Resort's plans for its upcoming 75<sup>th</sup> Anniversary. The Board supports working with the resort to profile the anniversary. Tentative plans include a premiere of a film highlighting the history of the business, installation of old fashioned lift chairs - painted by local artists – throughout the downtown and anniversary banners added to the BIA banner program.

**OTHER BUSINESS**

• **Graffiti**

There was concern expressed that there is an increasing amount. The General Manager was requested to research options and costs of ongoing removal.

▪ **Public WIFI**

There was discussion regarding a presentation made at the BIA Conference regarding the London BIA's public WIFI system and its ability to provide consumer data. Discussions will be undertaken with the town to develop costs for similar infrastructure in Collingwood.

**NEXT MEETING**

The next meeting of the Board of Management of the Collingwood Downtown BIA will take place on Thursday, May 12, 2016 at 7:30 a.m. in the Business Development Centre Conference Room, 105 Hurontario Street.

**ADJOURNMENT**

**Moved by Board Member Durrant**

**THAT** the meeting adjourns at 9:34 a.m.

**CARRIED**



Charles Brand, Chair

CB: mg