

**Pickering Village BIA Board Meeting
Minutes
June 7, 2011**

Attendees:

Board Members: Jutta Genova, Jutta Corcoran, Doug Meagher, Marilyn Crawford, Warren Hurren, Joanne Dies

Town Liaison: Judy Wight

Minutes: Kathryn Dagg

Guests: Paul Neuman (Engineer, Town of Ajax), Dr. John Genova (construction liaison), William J. Davidson (J. S. Davidson Insurance Brokers), Margaret Campbell (PV Ice Cream and Chocolate Shoppe), Esther Forde (Cultural Expressions), Brenton Alleyne (Alleyne's)

Regrets: Marsha Dooley, Louie DiTacchio, Gino Auddino

1) Welcome, Guests

Call to Order (7:00 pm)

2) Paul Neuman – Town of Ajax

The Town has a solution to replacing the old electrical outlets on Old Kingston Rd that were lost due to the construction. There is no way to connect the existing outlets to a power source now that the overhead hydro has been buried.

Mr. Neuman suggested pedestals similar to the existing one on the Northwest corner of Linton and Old Kingston Rd, with Veridian's meter on one side and a breaker on the other side with electrical outlets. The Town would control its usage on a permit basis.

It was agreed upon that three of these breakers would be installed, one remaining at Linton and Old Kingston Rd, another at the new Urban Square, and a third at Old Kingston Rd and Elizabeth St.

More discussion ensued regarding the construction work, specifically the costs of planters, garbage cans, and the current bench configuration. If enough business owners want the position of the benches to change, the issue should be brought forth to the Town.

Mr. Neuman distributed copies of the final construction report.

3) Approval of Minutes – May Meeting

Moved by Doug Meagher

Seconded by Jutta Genova

Comments on May Minutes:

Add in "study" after Heritage Conservation District Designation.

4) Financial Report

Jutta provided the financial report, the Account Balance is \$2335.63
There are no outstanding balances at the present time, Felicia from the Town deposited \$5 000 into the account. It has been agreed upon that the Town will move money into the account if it is needed.

April expenses consisted of the OBIAA conference, website costs and mailing expenses. Jutta will e-mail details to anyone who wants them.

5) Disclosure of Pecuniary Interest

Nothing to declare.

6) Revised Budget Report

Jutta ensured the budget was delivered to PV property owners in writing, and tenants received it over e-mail, with no feedback. It was concluded that the budget has been received and accepted by the business owners.

Motion to forward revised budget to the Town

Carried

Moved by Doug Meagher

Seconded by Jutta Corcoran.

Action Item: Jutta will forward it to the Town, to the attention of Judy Wight

7) Web Site Update

Jutta sent out the website proposal with links to other BIA websites to Board members, Doug provided feedback.

The ownership of the website is to be transferred to the PV BIA from Digital Ripple.

There are four main tasks to be completed for the website,

- Hosting
- Updating Website Information
- Ongoing maintenance – including publishing meeting minutes for members
- Website Redesign and Refresh

It was noted that certain parties have already expressed interest in bidding for the website redesign, namely Brian Evely, Digital Ripple, Gino's website designer, Mr. Corcoran, and SNAP.

Bidders will be rated based on price and previous portfolio experience.

Motion to continue with website design

Carried

Moved by Marilyn Crawford

Seconded by Jutta Genova

8) BIA Internal Procedural Bylaw

Deferred until July meeting.

Action Item: Doug will re-send the new procurement policy to PV BIA Board members and collect input.

9) BIA Membership Questionnaire/Survey

Juta noted that many people have responded to the survey and thanked them. Discussion ensued regarding the content of the survey, it was agreed to consolidate a number of questions and allow members to give their informed opinion to foster trust with the PV BIA Board.

The focus of the survey should be about the members' desires on action to be taken by the Board, establishing baselines once per term. Another survey could be subsequently distributed to see if the appropriate action has been taken.

Jutta suggested that the next survey should be done ahead of the budget and implement what the majority wants.

Some specific changes were discussed, namely

- Reword question 24 to a ranking rather than dollar value.
- Confusion with regard to question 26, rephrase to state "Are you aware with the Town's proposal to perform a Heritage District Study?" also providing links to what this entails. A follow-up question should be provided on the next survey with the Town's results.
- Adding open-ended essay questions at the end to allow for more individualized feedback.

Action Item: Jutta will make the changes as discussed to the survey and send it to all Board members for confirmation.

Action Item: Board members should provide paper copies of the survey and answer all questions to those PV BIA members who have not completed it online, approximately 10-15 per Board member.

10) Banking Future Funding

Doug addressed the concern regarding collecting funds in advance for future years by corresponding with Rob Ford.

Funds collected can be transferred to next year's budget, but it must be clearly indicated to the sponsors. If tax levy money is not used, it must go back to the businesses.

With regard to excess funds, the surplus is transferred to the next year and deducted from the budget.

Action Item: Doug will document this in the BIA handbook for future reference, the fund also should be called "deferred revenue" as opposed to "reserve fund"

11) Any Changes to BIA Businesses

Archie RMT has relocated to the Gordon House.
Three e-mail addresses continually bounce back.

Action Item: Jutta will ask all three members for an updated e-mail address, and try to obtain all e-mail addresses not yet on the list from tenants in plazas.

12) BIA Recognition

Marsha inquired if a plaque will be placed in the Village recognizing the BIA community for their monetary contributions to the street renovations.

Judy stated that there can be visible recognition, but all other contributors to the project would have to be included.

Recognition for the streetwork design/contributions will remain an open issue, the Town has not decided on an appropriate method.

The rough estimate of the BIA's contribution to the decorative village elements including benches is \$350 000 according to Judy. The final cost has not been determined yet.

13) Councillor Report- Ward 1 and 3

Marilyn raised the issue of the property on the southeast corner of Elizabeth St and Old Kingston Rd, it is an eyesore and many constituents inquire about it at her Ward meetings. Discussion ensued with regards to whose responsibility it is to maintain the Dumpster.

At the public meetings held, many constituents are in favour of the Heritage Conservation District Designation, and many are against. There is still a lack of understanding as to its proper function and how restrictive it would be.

Action Item: Judy will see if there is an agreement in the planning department with regard to responsibility of maintenance of the Dumpster.

14) Deferred Items or New Business

The issue of reaching quorum in the July and August meetings was raised due to summer vacations.

Action Item: Marsha will e-mail all Board members regarding attendance and determine if either the July or August meeting should be cancelled.

PV BIA is still in search of a secretary.

15) Comments from BIA Members or Visitors

Bill Davidson provided his input early in the meeting, which was agreed upon by the Board members.

He is against turning PV into a Heritage Conservation District, concerned with the general lack of control over one's own property this designation may bring. Mr. Davidson believes there are not enough real heritage structures on Highway 2 to warrant this designation. Being in the insurance business, he believes insurance rates will rise since it costs more to maintain a level of quality.

Joanne responded that at this phase, the Town is only gauging community response and suitability by way of an 8-12 month study. Possible incentives to property owners with regards to renovations or redevelopment in the appropriate style will also be addressed in the study, in collaboration with the Town.

Esther will be involved with the final selection of the flag banners on the light standards June 13th.

Concerns were raised regarding recent lack of attendance of certain Board members, as well as the PV BIA not adequately advertising the Pickering Village Jam.

16) Adjournment

Moved by Marilyn Crawford
Seconded by Jutta Genova