

**Pickering Village BIA Board Meeting
Minutes
July 5, 2011**

Attendees:

Board Members: Jutta Genova, Jutta Corcoran, Doug Meagher, Warren Hurren, Joanne Dies, Gino Auddino, Marsha Dooley

Town Liaison: Judy Wight

Minutes: Kathryn Dagg

Guests: Margaret Campbell (PV Ice Cream and Chocolate Shoppe), Dr. John Genova (construction liaison)

Absentees: Marilyn Crawford, Louie DiTacchio, sent regrets.

1) Welcome, Guests

Call to Order (7:00 pm)

Informal discussion occurred regarding certain vacant properties in PV that are an eyesore to the area, and possible solutions.

2) Approval of Minutes - June Meeting

Moved by Marsha Dooley

Seconded by Warren Hurren

Action Item: Marsha will e-mail Judy the amended May minutes.

3) Financial Report

The PV BIA account balance is \$5765.60, with no outstanding invoices. \$5000 was transferred from the Town of Ajax. Jutta G noted that the website payment transaction was completed last month.

Jutta C inquired as to why there is no detailed breakdown of events in the audited financial statements. Judy replied that the purpose of each invoice should be stated when submitted to Felicia from the Town in order for inclusion in the statements. In the future, Jutta G can share detailed account transactions with the Board if it is desired.

4) Disclosure of Pecuniary Interest

Nothing to declare.

5) Web Site Update

The interested parties for the website redesign are still in the process of putting together bids. Three parties are bidding, namely Snap, Tim (Gino's webmaster), and Paul MacIntyre. Brian Evely is bidding on the social media portion of the website.

Glen Corcoran and Digital Ripple will not be bidding. Jutta C included examples of other BIA websites and has not received any feedback yet.

6) BIA Internal Procedural Bylaw

Doug re-sent the procurement policy and ensured all Board members had read it, and subsequently took questions or comments.

Jutta C inquired if verbal quotations with regards to advertising apply to the municipal affairs bylaw that states anything under \$1000 does not have to be tendered. Jutta G replied that it falls under the exemptions category and does not apply.

Motion to Approve Procurement Policy
Moved by Marsha Dooley
Seconded by Jutta Genova

Carried

7) BIA Membership Questionnaire/Survey

Jutta C has made the changes suggested at the June meeting and the survey is now ready for distribution. The PV BIA contact list has also been updated to ensure accurate delivery.

The issue was raised of protecting the integrity of input; it is not possible in this type of questionnaire as identification is mandatory. Only one response can be submitted per business owner.

It was restated that if not many responses are received, each Board member is to hand deliver surveys to each business that has not responded. Numbers may be low, as similar Town of Ajax surveys do not receive high response rates, typically well under 50 percent. A minimum quota should be established in order to make decisions based on feedback.

Gino suggested that member communication with the Board should be an essential component of this process. The members' feedback is truly valuable to the Board in how funds are allocated.

Action Item: Jutta will distribute the survey via e-mail and anticipate responses.

8) Fall Event Planning

Extensive discussion by all Board members ensued regarding the proposed Fall Event hosted by the PV BIA.

- Jutta C proposed that this event be in a similar style as Pillage the Village, tying it into the re-opening of Old Kingston Rd and the heritage theme. She found theatre and music groups willing to perform in the medieval style.
- It was decided that the date of the event would be selected based on potentially high numbers of attendance and activity, rather than weather or Board member availability. The preferred dates are September 17th and 18th,

the second choice being October 1st and 2nd. Advertising could be done in schools to garner participation.

- Many ideas regarding the event itself and its organization were discussed, it was generally agreed upon that a scavenger hunt style event should occur, as well as an adult pub night at the Courtyard or the plaza at 40 Church St. Heritage style events could also occur, possibly with Pickering Museum Village participation. Jutta mentioned that it is not ideal for the scavenger hunt to occur on Sunday as many businesses are closed. It was discussed that the scavenger hunt could be geared more towards children as opposed to all ages.
- Possible involvement with the opening of St. Francis cultural centre was mentioned, as well as simply utilizing the building but having both events completely separate.
- A number of Board members mentioned the involvement of the entire Village as opposed to just Old Kingston Rd to encourage visibility. Each location could set up individual stations.

Next Steps:

- Inspire businesses to host events, especially those not on Old Kingston Rd.
- Create funding proposals to approach companies with.
- Formation of a Fall Event committee headed by Gino, Louie, and Sherry.

Action Item: Jutta will hold a meeting to organize planning of the Fall Event.

Action Item: Jutta to send out email encouraging participation of all PV business owners in the Fall Event committee, once the date has been solidified.

Action Item: Jutta will contact Robert at St. Francis to inquire about their event plans.

9) Any Changes to BIA Businesses

Jutta noted that four premises in PV are for sale. Jasmine Tree Spa at 531 Kingston Rd is no longer, and there are new owners at the previous Isle of Avalon at 582 Kingston Rd as well as New Starts for the Heart at 566 Kingston Rd.

There is no activity at Dr. Phillips' practice at 46 Church St N. - SOLD

Two lots at the northwest corner of Rotherglen and Kingston Roads were for sale, the signs have gone down, the outcome is unknown.

The Jazz café and Tea House is not open as of yet.

10) Councillor Report – Ward 1

Marilyn was absent this meeting.

11) Councillor Report – Ward 3

Joanne updated the Board regarding the property at the corner of Elizabeth and Old Kingston Rd. The owners have cited financial reasons to discontinue the project, and

the Town has asked them to remediate the site. A proposal is expected by mid-July, and the cleanup should be completed by the fall. The Dumpsters are the responsibility of the Courtyard, and there is no clause for their enclosure in the site plan. It is not the Town's responsibility to maintain it.

Joanne also mentioned the ribbon cutting ceremony for the St. Francis cultural centre is July 6th, there will be two community open houses July 16th and August 16th in which the heritage committee will designate a plaque.

Judy noted that the banner contest was launched last month, the winning submission was by Melanie Baker of Pickering, announced at the June 27th council meeting. The banners should be mounted by the end of July on Old Kingston Rd, Kingston Rd and Church St.

Marsha commented that the Town has reduced the potential Heritage District area to the west side of Church St N, the entirety of Old Kingston Rd, as well as Elizabeth St south of the cemetery.

Issues were raised with the frontage of the St. Francis cultural centre potentially not being tasteful with the heritage feel of the Village, upon entering the building a different impression is often gained.

12) Deferred Items or New Business

The August meeting will be changed from August 2nd to August 9th due to the Civic holiday.

Warren inquired about restoring the sign on Kingston Rd entering PV. It is the responsibility of the PV BIA, Marsha is planning to restore it herself. The Board will consider putting it into the budget.

13) Comments from BIA Members or Visitors

Margaret asked why Digital Ripple is not interested in being involved with the new website, and Juta replied that they do not work with RFPs, and that Glen is occupied. Margaret also inquired as to the intentions of the PV BIA Board with regards to the Jazz Festival next year, since the Jam was a success this year. She offered to run the Jam as well as the also successful Easter party again next year. Some clarification occurred, the event was advertised as a non-profit event simply because the profit raised went to promotion as opposed to the organizing committee members.

Attendees were disappointed that Gino's or Kerry's Pizza did not supply the food, as they were not available to.

Doug stated He has no objection with letting the same committee run the Jam in the future.

Juta C remarked that decisions should only be made once the survey results have been received.

Extensive discussion occurred with regards to the general confusion about the lack of communication of the cancellation of the Jazz Fest and its replacement the Jam Festival. Issues were raised about the Jam Festival not being advertised on the Pickering Village BIA website. It was clarified that the BIA board voted down holding the Jazz Festival. The BIA board was not privy to the organization of Jam. An invite was not extended to the BIA board neither was the board updated at any monthly meetings by members present who attended those meeting. The PV BIA website has been inaccessible since the provider's contract was up, and the lack of information provided to the new Board members from the previous ones. Marsha stated that the intent going forward will be to advertise all Pickering Village functions on the BIA website regardless if the PV BIA is directly hosting them. The need to have the new website functioning effectively as quickly as possible was emphasized.

14) Adjournment

Moved by Marsha Dooley
Seconded by Doug Meagher