

**Pickering Village BIA Board Meeting  
Minutes  
August 9, 2011**

**Attendees:**

**Board Members:** Jutta Genova, Jutta Corcoran, Doug Meagher, Gino Auddino, Marsha Dooley

**Minutes:** Kathryn Dagg

**Guests:** Margaret Campbell (PV Ice Cream and Chocolate Shoppe), Dr. John Genova (construction liaison), Brenton Alleyne (Alleyne's)

**Absentees:** Warren Hurren, Louie DiTacchio, Marilyn Crawford, Joanne Dies, sent regrets

**1) Welcome, Guests**

Call to Order (7:00 pm)

**2) Approval of Minutes – July Meeting**

Moved by Jutta Genova

Seconded by Gino Auddino

There were a few corrections made to the July 5<sup>th</sup> meeting minutes. Jutta G noted that Dr. Phillips' property was sold. Doug had no objection with the Jam group hosting the same function next year, not the entire Board. A sentence was added clarifying the PV BIA's lack of involvement in the Jam Festival.

**3) Financial Report**

Jutta stated that the account balance is \$5751.60, a four-dollar change from last month. There are no outstanding invoices at the moment.

**4) Disclosure of Pecuniary Interest**

Nothing to declare.

**5) Website Update**

Jutta C inquired if anyone had looked at the website proposals and other BIA websites posted on Google Documents, a couple of members had.

Three proposals were returned to the PV BIA of five that were sent. The proposals were by SNAP, MCI Media, and Tim Waddell.

Jutta provided paper copies of the proposals and they were compared and reviewed by the Board members.

Discussion ensued regarding possible cost reduction, following concerns that were raised about the project being over budget. Juta stated that a goal of the website redesign is that the Board can have autonomous control of the website's content and updates. Section 4 of the website design fees can include teaching the Board members how to update the content. Marsha inquired if Fusion 12, her existing web design program would be compatible with the new website, Juta replied that it would not be a problem.

Juta's recommendation to the Board was to proceed with MCI Media as the website designer and host. They provided a cheaper proposal, and they are a more personal service being located in Pickering Village. Fancy extras may not be included, but MCI's proposal will improve the website's image at less of a cost. The Board members agreed that ease of access to all is a priority for the website. The Board should budget slightly over \$5000 with HST to the project. It was mentioned that the Pickering Jam Festival website could have close connections with the new PV BIA website.

Margaret stated that she has previously worked with MCI and endorses them.

### **Motion of Recommendation to Proceed with MCI Media on Website Project and as the new Provider**

**Moved by Doug Meagher**  
**Seconded by Gino Auddino**

**ACTION ITEM:** Marsha will send a follow-up e-mail to Digital Ripple to obtain the correct passwords to access the previous website.

### **6) BIA Membership Questionnaire/Survey**

Juta sent all Board members a link to the survey results and encouraged all to peruse them. 13 answers were received and Board members will have to hand-deliver the surveys to all who did not respond.

Juta compiled some interesting results so far and shared them with the Board.

- All 13 businesses cater to the 35-54 age group.
- All are seeking new clients.
- All stated that referrals and word of mouth were their primary marketing vehicle, which is very compatible with the website's function. Second was online advertising.
- 8 said the previous PV BIA board and levy had no effect, and none said it was beneficial.
- Very few of the 13 businesses attended community events, only 4 businesses were pure retail that completed the survey. 80% of businesses in Pickering Village are professional service based.

- A large majority would like community events to be held on weekends rather than during the week.
- 58% disagree that the Jazz Festival is a good use of the PV BIA's budget.
- The primary desired role of the PV BIA is to market the Village, according to the survey, in print and via social media.
- All survey results stated a Heritage Conservation District Designation would not affect their business whatsoever, or would negatively or very negatively affect their business.
- There were a number of interesting comments received, among them were that communication with members has improved, that the HCD is unwelcome and unwanted, and that the PV BIA levy should be scrapped.

Doug asked how the Board should go about distributing the surveys to all remaining businesses. Juta responded that each Board member could distribute an abridged version of the survey in a specific area.

**ACTION ITEM:** Juta will re-send the survey electronically to all members.

**ACTION ITEM:** Juta to condense the survey to 1 or 2 pages.

**ACTION ITEM:** Juta will send a list of allocated distribution areas to PV BIA Board members.

## **7) Fall Event Planning**

The majority of PV BIA Board members accepted through an e-mail vote to sponsor the Hermitage Park fall event on September 10th, and will be recognized as such at the event. There has been no communication with the Hermitage Park Board regarding exact expenditure and the nature of the PV BIA's involvement as they are on vacation. The event itself has not been completely determined as of yet, the Hermitage Park Board has a meeting next week that the PV BIA is invited to attend.

Marsha stated that she would attend these meetings so that the PV BIA community can have a direct presence in the event. She would also prefer that the PV BIA pay directly for the running of certain events rather than providing a cheque.

Juta noted that the PV BIA presence would ideally include a directory or tent advertising the businesses. A maximum dollar value of the donation should also be established.

**ACTION ITEM:** Juta will send out the date of the Hermitage Park Board's next meeting, encouraging all Board members to attend.

Marsha provided some background information for members present regarding the PV BIA's own fall event. The Board could not find suitable venues or support players such as theatre groups and musicians, since all were previously booked. It was not feasible for the PV BIA to host its own fall event. A Christmas event is still being considered, and would ideally be supported by plentiful advertising, online and print.

Doug proposed that the BIA Board distribute information about the Hermitage Park fall event to all businesses once more information has been received, if any businesses want to be directly involved in the event. Jutta responded that more details would be available next week after the meeting with regards to communication.

Margaret inquired as to how this came about since Hermitage Park is not technically in the PV area, and noted that the Hermitage Park friends association asked her for participation and did not mention the PV BIA's involvement. Marsha replied that this is a form of advertising the PV BIA businesses, and Jutta replied that this was the most cost-effective solution to fall community involvement, and it was a Board decision.

Margaret commented that she offered updates regarding the Pickering Village Jam Festival in PV BIA Board meetings prior to the event, in response to the amendment of the July 5<sup>th</sup> minutes. Marsha replied that reporting to the board at the June board meeting one week prior to the event was not considered respective advance communication.

## **8) Deferred Items or New Business**

There have been several changes noted to businesses in PV, 566 and 586 Kingston Rd had for sale signs removed, then put back up. A barber shop is opening in Unit 32 of 34 Church St. S. Louie's family is opening a hair salon at the old location of Fairytale Palace. The property beside the Red Martini has been sold; there is no obvious indication of its future use.

Doug noticed that a number of esthetic matters have not been dealt with in PV. The banners have not been installed, and the site at Old Kingston Rd and Elizabeth St remains in the same condition. He also came across a bylaw that states that exterior receptacles should be screened from public view. Business owners must enclose their garbage receptacles and the condominium board should not be under different regulations, the bylaw officers should be dealing with them. Joanne has not replied to Doug's e-mail regarding this matter.

**ACTION ITEM:** Doug will approach Carol or Judy Wight and inquire what the delay is in installing the banners.

**ACTION ITEM:** Doug will look for an update regarding the site remediation on Old Kingston Rd and Elizabeth St.

The next meeting will be held on September 6<sup>th</sup>, as the Board needs to meet before the Hermitage Park fall event takes place on September 10<sup>th</sup>.

### **9) Comments from BIA Members or Visitors**

Brenton Alleyne inquired about how the PV BIA will be advertising and marketing its businesses. Marsha replied that there will be print advertising, for example in the News Advertiser, referring the public to the business directory on the website. Jutta added that the survey results will determine marketing tools used by the BIA, currently print media and word of mouth are the top responses. This is a new initiative and the Board will respond accordingly. The website will also be used to market Pickering Village as a whole. Jutta G noted that there is a marketing committee in place, however they have not convened as completion of the website redesign and survey results are the priority at this point in time. Doug stated that the survey will give the Board a benchmark of the businesses' desires, and the Board will respond to their concerns.

### **10) Adjournment**

Moved by Marsha Dooley  
Seconded by Gino Auddino