

**Pickering Village BIA Board Meeting  
Minutes  
September 6, 2011**

**Attendees:**

Board Members: Marsha Dooley, Jutta Genova, Marilyn Crawford, Doug Meagher  
Town Liaison: Judy Wight  
Minutes: Kathryn Dagg  
Guests: Dr. John Genova, Esther Forde

Absentees: Jutta Corcoran, Gino Auddino  
Sent Regrets: Warren Hurren, Joanne Dies, Louie Di Tacchio

**1) Welcome, Guests**

Call to Order (7:00 pm)

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

Quorum was not reached, thus the August meeting minutes could not be approved.

**3) Financial Report**

Jutta asked Felicia from the Town of Ajax to put another \$5000 into the PV BIA bank account to cover outstanding cheques, it will be transferred by Friday.

**4) Disclosure of Pecuniary Interest**

Could not declare since quorum was not reached.

**5) Website Update**

Discussion occurred informally, Marsha addressed issues that she had been working on over the past month.

Marsha met with Paul regarding the website setup, he will do a directory based on the type of business. The Ajax Library has a listing of the past PV BIA historic plates, and we have received permission to use their information, and to list the sale of plates in our possession. The PV BIA has also apparently been accepted onto the Ontario BIA mailing list as Marsha now receives their updates.

Regarding the Hermitage Park Fall Event, Marsha has borrowed a 10-foot popup tent to set up at the site, and she will get BIA promotional signs to accompany the display. Marsha has told businesses to bring materials they would like distributed. Tommy from Oriental Kitchen has donated \$75 worth of food, and Dr. Genova will do \$150 worth of mouth guards at the event.

Marsha has taken down the old Pickering Village BIA sign for refurbishing and painted the metal poles, and it is ready to be reinstalled. The total cost is \$800. The homeowner adjacent to the sign had not seen it maintained for the past 13 years. Discussion occurred regarding who is responsible for the sign's maintenance, Judy could not find any agreement that stated it is the Town's responsibility. Marsha proposed that the homeowner, Paula, could add plants every spring and charge the BIA.

Marsha proposed a tentative date for the Christmas Tree lighting, December 16<sup>th</sup>. Marilyn and Judy suggested earlier in the month, perhaps December 2<sup>nd</sup> so it can be enjoyed for longer. Marsha agreed, and to keep it lit until January 6<sup>th</sup>. Jutta suggested asking the Young Singers for participation in the event; the Board members agreed that this was a good idea.

### **6) BIA Membership Survey**

Marsha is still waiting on the Excel spreadsheet with survey results that Jutta was to send her. It still needs to be condensed for printout and distribution, 20 surveys have been returned so far.

### **7) BIA Sponsorship of Hermitage BBQ**

Any BIA members who are planning on attending the Hermitage Park Fall Event should meet at 10:00 am at the pathway by St. Andrew's, and set up for an 11:00 start time. Esther was confused as previous BIA correspondence perhaps implied that if any business owners wanted to distribute advertising, they needed to be at the event itself. Jutta clarified that this is not the case, business owners should simply bring it to a Board member. Marilyn suggested that a sidewalk sale in Pickering Village may have been ideal, and John stated that many establishments are not open on Saturdays.

**ACTION ITEM:** Jutta to send e-mail to BIA members to bring advertising materials.

### **8) Courtyard Garbage Report**

Doug is continuing to address the issue of the garbage in the Courtyard parking lot, he brought forth a 2003 bylaw that states that garbage must be screened, but the Town replied that since the Courtyard was established long before that, they cannot enforce this bylaw. Doug argues that they should be required to comply since the Courtyard previously stored garbage on the Town's property, and it is now stored on their own property. Currently, Doug believes the Town cannot do much about it. Judy stated that the Town Planning Department sent a letter to Newton Trelawney, the condominium developer, complaining about the state of the property. The Town of Ajax bylaw department has also received pictures of the area for possible penalty against the condominium corporation.

### **9) Any Changes to BIA Businesses**

No Board members have received recent information regarding when the Jazzberry café or the hair salon in the Courtyard will open.

### **10) Councillor Report – Ward 1**

Nothing to report, as Marilyn has not held a meeting this past month.

### **11) Councillor Report – Ward 3**

Joanne was absent.

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

Judy stated that the urban square should be completed by the end of September, and the banners should also be up by the end of September. They have been delayed due to coordination of Christmas decorations etc.

The public information session regarding the Heritage Conservation District Study is Tuesday September 13<sup>th</sup>, from 7-8:30 at the Village Community Centre, Hall 1. A letter has been sent out to the owners and tenants within the revised study area.

**ACTION ITEM:** Judy will e-mail Marsha with the date of the Town's Christmas Tree lighting as not to conflict with the PV BIA Christmas Tree lighting.

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

Esther expressed concern over the low traffic in PV despite completion of the construction, and she would like to see money being invested in promoting the newly renovated Village. Marsha stated that this is the Board's intention, that the Hermitage Park event is simply advertising to residents who live near PV, and establishing a relationship with them. Marsha also offered to distribute any advertising materials that Esther has at the event. The BIA cannot do proper advertising until the website is complete, and Paul is having trouble accessing the previous material since the information is not being freely given.

Judy inquired if the website could simply be restarted, Marsha replied that the BIA already owns the domain name, and Paul is hoping to have it up 3 weeks from now. She has sent a number of e-mails to Anne Marie regarding access to the previous content with no reply. There will be plentiful advertising at the Hermitage BBQ.

Marilyn suggested distributing a paper map of PV, but Marsha stated that a website is needed to complement it.

Board members agreed that a meeting should be arranged with the News Advertiser to discuss advertising costs and specifics; individual businesses could be showcased if they buy into the advertising space.

Esther inquired when the BIA would start planning for 2012, Jutta replied that the budget has to be completed first and this will occur in November or December. Jutta remarked that there needs to a discussion regarding the timing. Esther also inquired if there could be a sign on Kingston Rd to advertise businesses on the other side of Old Kingston Rd, Marsha replied that this was not possible as there are too many restrictive bylaws, the directory will provide advertising.

#### **14) Adjournment**

Quorum not reached.