

**Pickering Village BIA Board Meeting  
Minutes  
January 3, 2011**

**Attendees:**

Board Members: Jutta Genova, Marsha Dooley, Louie Di Tacchio, Marilyn Crawford, Joanne Dies, Juta Corcoran

Town Liaison: Judy Wight

Minutes: Kathryn Dagg

Guests: Dr. John Genova, Paul MacIntyre (web designer), Dora (Spiro's Furs)

Absentees: Gino Auddino, Warren Hurren, sent regrets. Doug Meagher

**1) Welcome, Guests**

Call to Order (7:00 pm)

Informal discussion occurred. The lights on the west side of Church St S are out. Judy said she will look into this issue, but it is a regional road and may be the responsibility of Durham Region.

**2) Approval of Minutes - December Meeting**

Marsha added a note regarding meeting attendance in the Year End Comments section. There was another change regarding the plates invoice, it had come in at that time and the minutes stated it was pending.

Marilyn stated that Derek has offered to attend a PV BIA meeting and explain the solutions that the Town has considered with regards to the Courtyard garbage issue. Some information regarding the timing is confidential; this is up to Marsha to decide when he should attend a meeting. Louie believes the BIA would greatly benefit from attending the next Newton Trelawney meeting and hearing their solutions. Jutta left the potential AGM speaker a message before the holidays and will follow up this week.

Moved by Marsha Dooley

Seconded by Louie Di Tacchio

**3) Disclosure of Pecuniary Interest**

Nothing to declare

**4) Financial Report**

According to Jutta there is \$8 604.60 in the account with one outstanding bill. Jutta inquired if Marsha had purchased the events tent for the BIA. Marsha replied that

she had not; she is currently looking for the best deal for the tent with the imprint. It should cost approximately \$500.

Marilyn inquired if Jutta had received the receipts from Friends of Hermitage Park, Jutta replied that she had. The Town's stage has also been paid for.

Warren sent an e-mail with comments regarding the advance payment to the Town. He suggested it would be best to make a payment of  $\frac{1}{4}$  of the annual charges, which is \$6 250. Other Board members informally agreed.

### **Motion to Contribute \$6 250 to the Town Levy Payment**

**Moved by Marsha Dooley**

**All in Favour - Carried**

### **5) Co-op Ads for December**

According to Marsha, there were 6 participants in the December advertisements. Marsha received an e-mail criticizing the PV BIA's advertising initiatives, to which she replied very tactfully that the BIA is trying to promote the retail businesses in PV. Marsha is hoping more retail businesses will buy into the ads upon seeing them, and she may take a different approach for January's advertisements. Discussion occurred regarding taking some professional digital photos of PV for the advertising and website.

### **6) Website Update**

Paul showed Marsha how to obtain a hits report for the website, said there has been a steady traffic flow of 20-30 hits per day. The traffic has been gradually building since the website became live. Marsha asked Paul to correlate website traffic with when the advertisements ran. The advertisements ran on Thursday December 1<sup>st</sup> and Friday December 9<sup>th</sup>.

### **7) BIA Membership Survey**

Jutta has uploaded all survey results; Marsha deleted the partial surveys, including ones without names. Jutta has three new results to add from Old Kingston Rd, she worries that the results are hugely biased towards Old Kingston Rd since 22 out of 31 surveys are from that area. More surveys were received on paper than electronically, Jutta thinks this may be because face-to-face communication establishes trust. It was determined that certain areas have not yet been canvassed. Marsha has yet to survey Kingston Rd, Jutta G 40 Old Kingston Rd, and Gino Church St S. Jutta would like to see results from different areas of PV to hear their values and opinions as to how the BIA can serve them better. She also suggested that the survey be one page in the future, other Board members agreed. Marilyn suggested that Christie Pratt of the Town's recreation committee review future surveys, she specializes in surveys and may have helpful advice.

Juta presented the highlights of survey results received. 93% of the clients PV businesses cater to are in the 35-54 age group, and they receive new clientele largely through word of mouth, online advertising, and social media. She questioned running newspaper advertisements if this is not relevant to the businesses. The surveys indicated that 75% of businesses feel that the PV BIA has minimal to no effect on them, when detrimental effect is added in it totals 88%. This value surprised some Board members. Business owners agreed that the construction process had a very negative effect on them. 75% of owners believe that an event involving most businesses would be beneficial to PV, but there are very split opinions regarding events in general. Discussion occurred about what an ideal business to bring to PV would be, restaurants, fruit and vegetable markets and others. Joanne suggested offering incentives.

**ACTION ITEM:** Board members who have not distributed surveys to their designated areas should do so as soon as possible.

### **8) AGM Date-Notices-Location**

The AGM will occur on January 30<sup>th</sup> at 7 pm at the St. Francis Center. Marsha stated that the BIA needs a Special Occasion Permit in order to serve wine, and for this a Town employee is needed to dispense the alcohol. Judy will inquire about this. The issue was raised about how much wine and how many cheese trays will be needed. Louie suggested that 2 trays would be enough; he will also pick up the wine and apply for the SOP at the liquor store. Discussion ensued about renting cutlery and wine glasses, it was determined that this would be too complicated for the AGM. Several ideas were discussed with regards to alternate beverages, Marsha will inquire if the Jazzberry Tea House would provide hot beverages and encourage the owner to attend the meeting. If this is not possible, she will pick up Tim Hortons beverages. Jutta suggested asking local businesses for cheese trays, perhaps Jazzberry and Heritage House. Marsha will inquire about food, as well as asking Gino if he would provide finger food. Marsha and Jutta will distribute the AGM notice to property owners. Judy and Joanne noted that AGM information must be sent out to every property owner regardless of how many properties they own in PV. Tenant business owners may receive e-mail notification.

**Action Item:** Judy to inquire about obtaining a licensed server from the Town for the AGM.

**Action Item:** Louie to pick up wine and apply for the Special Occasion Permit.

**Action Item:** Marsha to inquire if Jazzberry Tea House would provide hot beverages for the AGM, as well as asking Jazzberry, Heritage House, and Gino regarding food catering.

**Action Item:** Marsha/Jutta G to deliver AGM notices to property owners and businesses, and they will ensure that the AGM notice will include information regarding the reception.

**Action Item:** Judy to send Jutta G a list of businesses as well as property owners to compare multiples.

## 9) Parking Issue on Old Kingston Rd

Judy e-mailed Marsha the Town's response to the petition wording clarification inquiry. If a property has a driveway on Old Kingston Rd, this constitutes affected property.

**Action Item:** Jutta G to scan signed petitions received from affected properties and send them to Judy.

## 10) Farmers Market

Louie has been in contact with Jenny from Durham Farm Fresh regarding hosting a Farmers' Market in PV. Their board meeting is on December 10<sup>th</sup>, and Jenny has asked the PV BIA if there is a suggested day of the week, or if it should be left for them to choose. Discussion ensued regarding an ideal day of the week; there were differences of opinion among Board members. Weekends were suggested to tie in BIA events; a weekday market would need to be open until 7 pm to attract post-work traffic. Several Board members mentioned Thursday, but the Vandermeer Nursery Farmers' Market is also held on Thursdays. Marsha suggested leaving it for Durham Farm Fresh to decide.

Louie stated that Jenny also inquired as to what products the PV BIA was interested in carrying at this market. Marsha replied that the largest variety possible would be ideal. Jenny will come and inspect PV for an ideal location from her perspective next week. Discussion occurred on an ideal location to attract people; it must be in a large public area with parking and electricity. Louie and Marilyn suggested the old PAAB property, as well as hosting another location at the Urban Square to attract traffic. Joanne suggested providing stalls with a heritage feel to streamline the process for the farmers; the issue of storing these was also raised. Louie will speak with Jenny about this. Marsha also suggested that Pickering Produce participate, Judy replied that since it is a private business there may be licensing issues.

**Action Item:** Louie to continue correspondence with Jenny regarding the Farmers' Market, and schedule her in as a speaker if possible at the next PV BIA meeting.

## 11) Any Changes to BIA Businesses

Jutta stated that there is another psychic at Kingston Rd near Rotherglen Rd. The property was previously for sale and the sign has since been removed. All other signs remain up with some changes to sale/lease options; there are 7 properties in total. Many are on Kingston Rd east of Church St, there seems to be a high turnover of businesses in that area. Marsha stated that it is difficult to rezone property from commercial to residential once it has been changed to commercial, and that many BIAs have this issue. Joanne replied that this bylaw was instated to encourage commercial development in PV and protect the heritage construction. According to Marsha, there has never been a problem with excessive redevelopment in PV; most

past construction has been compliant with the antique style. Joanne believes it will occur in the future as land prices rise.

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

Nothing to report.

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

Joanne invited Board members to the Committee Mixer/Advisory Meeting. It involves the Heritage Board, Library Board, and the 2 BIAs in Ajax, hosted on January 31<sup>st</sup> from 6:30-9pm at the council chambers. It is a great opportunity to meet other committee members and learn about their functions. Joanne distributed hard copies of the invitations, RSVP to Judy or Sarah Moore.

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

Dora expressed concern over recent vandalism in PV, and about local residents that may be causing it. Over the past few months there were a number of vandalism events including a patio bench being moved and broken at Dr. Dagg's office, mailboxes on Church St being overturned, plants being stolen or destroyed, and break-ins at the Ice Cream Shoppe and Village Convenience. She recommended that security cameras be installed on Old Kingston Rd to combat this destruction and protect the recent investment made in PV's infrastructure. Marsha noted that installation of a camera has already been discussed, but Dora suggested more than one camera. Dora also believes that the parking situation on Old Kingston Rd is not conducive to business as employees, she mentioned the Gordon House specifically, park on the road leaving nowhere for customers to park. She stated that she received a ticket while parked on Old Kingston Rd for a brief span, unloading her groceries. Marsha suggested alerting bylaw when cars are parked on Old Kingston Rd or Linton Ave for over 3 hours as they have been enforcing parking regulations recently. Joanne also noted that one is able to challenge parking tickets. Dora expressed frustration over the lack of dialogue between the Town and PV business owners regarding the parking issue, and that both need to co-operate in order to promote the area.

John believes that when PV does become busy that clients will be frustrated with the lack of parking, and he noted that even when incentives are given to fill out dental surveys, he doesn't often respond due to the sheer volume of them. Juta gave Dora a paper copy of the survey since she does not have an e-mail address.

Juta inquired as to the cost of a camera, and perhaps using this tool to count pedestrians/traffic. Joanne suggested speaking with Durham Regional Police regarding streetscape safety tactics; there are ways to make a community safer without a large monetary investment such as having greater illumination on the street. Marsha believes that cameras would greatly aid this situation, Marsha and

Louie suggested the BIA monitor the cameras, and perhaps organize a neighbourhood watch service.

Louie asked Dora when the next Newton Trelawney board meeting would be; Dora will contact Louie with the details. It will be held sometime in January. Dora spoke to the Board about her perspective on the garbage situation at the Courtyard. The original structure enclosing the garbage bins was burnt down by vandals 10 years ago, the Courtyard is not willing to pay for the expense of rebuilding it, she believes it will be approximately \$25 000. The Newton Trelawney board made an agreement with PAAB, that PAAB would build a garbage enclosure and they did not complete this task. Security cameras have been considered to observe those who illegally dispose of garbage in the Courtyard's bins.

Dora also inquired why the Courtyard must pay for privatized garbage pickup and nearby buildings have municipal pickup. Marsha and Joanne replied that the Courtyard is a condominium corporation and this was an agreement made when it was built. Nearby buildings are not condominiums and have greater property taxes. Dora noted that the residential property at 102 Old Kingston Rd often has large piles of unenclosed garbage at the side of the road and this is not esthetically pleasing. Joanne replied to contact bylaw regarding this.

### **15) New Business**

Judy inquired as to who is responsible for maintaining the gmail account. Jutta never designated anyone to be the administrator. Marsha noted that if e-mails are responded to they are deleted or archived. There is a great deal of space to archive e-mails, any correspondence from the past 10 days is left so Board members can view it.

### **16) Adjournment**

Moved by Marsha Dooley  
Seconded by Jutta Genova