

MEETING MINUTES

Meeting Title: Pickering Village BIA board Meeting Minutes		
Date of Meeting: May 07, 2012	Location:	McEachnie Family Centre – 20 Church St
Chair Person:	Eugene Dupuis	Minutes:
Attendees:	Brenton Alleyne, Margaret Campbell , Khari Gaynor , Judy Wright , Marsha Dooley, Marilyn Crawford	
Absent:	Joanne Dies, Jutta Genova, Warren Hurren	
Seq No.	Topic	Notes
1.	Motion to hire replacement secretary	Cindy McMahon's name put forth for replacement Second by Khari Gaynor Motion approved
2.	Guests	Delegation from JAM Don Terry – Ajax /Pickering Board of Trade representative
3.	Disclosure of Conflict of Interest	Margaret Campbell conflict of interest for JAM No discussions on financial but can help present Cannot vote on behalf of the BIA
4.	Approval of April /2013 Minutes	Motion to approve Marsha Dooley, with corrections Second by Brenton Alleyne Motion approved

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5.	JAM delegation Presentation	<p>JAM requesting increase in finances from the BIA Requesting an additional to \$3,000 to \$5000 BIA – wanting to know how it could help more members. No charge for space with the festival Maximizing benefits for all business’s in the area BIA needs to show a solid front to the local business’s Khari – advertising should not only be word of mouth but rather a Media Package – showing an offer of opportunity – also the value to the business members JAM - Email established about the JAM could be sent to all members extending the invitation BIA could set up a booth during JAM to promote BIA</p> <p>Eugene summarizes the discussion :</p> <ul style="list-style-type: none"> a) Good for the community is good for business’s b) JAM Festival good for the community c) BIA flyer to be distributed at JAM <p>Jam delegation closes the presentation by requesting funds be increased and the urgency due to financial responsibilities.</p> <p>BIA discussion :</p> <p>Marsha – Advertising spotlights the Jazz Festival also showcases the BIA business’s in the area - agree’s to the increase of funds but what amount ?</p> <p>Brenton- What monies are available? Huge value to the village. Growing awareness Agrees to increase funds to JAM</p> <p>Khari – Not a BIA event , what would be the benefit to us? - Historically it is a good opportunity</p> <p>Eugene- Jam requesting \$3,000-\$5,000</p> <ul style="list-style-type: none"> - Flyer added to the hand out - Pickering JAM puts village on the map - Would support the funding of \$3,000-\$5,000 <p>Motion by Khari, seconded by Brenton : Increase requested JAM funding to \$5,000 Motion passed</p> <p>Invoice to BIA</p>
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6.	Conference Report	<p>Eugene- summary There is a need to create people spaces , Pedestrians have to be #1 Plan for people first , then bikes , then public transit , then cars . There needs to be a separation between cars and people /bikes Create what is good for people (People space) and community and is good for business. Use space to create sense of belonging and community .</p> <p>Suggestions:</p> <ul style="list-style-type: none"> a) Green area by the Totem pole in village good area to place a people space b) Outdoor learning Centre – Benches can be placed c) Putting piano’s out in certain areas for people to play <ul style="list-style-type: none"> - Can use professional musicians at times
7.	Levy Update	Tabled in Jutta’s absence
8.	Events report	<p>Farmers Market –BIA interested but it takes a lot of effort to make it work - having a area to place it on a weekly basis -Al lot of discussionswith farmers and town</p> <p>Shop Local</p> <ul style="list-style-type: none"> - Dates Sept 13-22 - Farmers market set up through these dates but consider not calling it “fammers Market “ - Committee formed <ul style="list-style-type: none"> Eugene Dupuis Don Terry Khari Gaynor Margaret (chocolate) - Information to get out to other members by email by May 9th, 2013 - To be promoted at JAM - First meeting by May 24th,2013
9.	Marketing Report	<p>Brenton Town of Ajax flyer presented that promotes Village - back has branding Map and list of BIA businesses 1,000 copies to start PDF form – so that it can be downloaded Time frame – completed by JAM Festival</p> <p>Web – meeting with Paul with concerns of inconsistencies are coming together Good frame wok Goal- to simplify the front page of website make it user friendly . PDF link available</p>

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10.	Bicycles	Discussed during Conference update
11.	Other Business	<p>Marilyn – Councillors report</p> <ul style="list-style-type: none">- Heritage Conservation District Part II criteria- Place on website – BIA should have input on the criteria <p>Eugene-</p> <p>Heritage designation benefit is 401 sign. Cost is \$1200 that can be split with the Town (\$600 each)</p> <p>Would like to support the Heritage designation based on criteria established in Part 2</p> <p>Eugene – Question : Are we permitted to add new members to the BIA? Would like to add a memebr</p> <p>Judy believes we cannot add new members, but will check the Bylaws and with Clerk</p>