

Minutes for PV BIA meeting – June 4, 2013

Meeting called to order by Chair – Eugene Dupuis at 7:03 pm at McEachnie Funeral Home.

Attended by: Eugene Dupuis, Jutta Genova, Warren Hurren, Margaret Campbell, Marsha Jones-Dooley, Judy Wight, Joanne Dies, Marilyn Crawford.

1. Motion to hire new minute taker/secretary at the discretion of the Chair @ \$50 per session.

Motion – Margaret

Seconded – Warren

Discussion: Ideally the same person for continuity and with experience.

Carried.

2. Conflict of Interest. Eugene regarding the discussion of an event during Village Days to be held at Heritage House.

3. May Minutes. Motion to approve as amended.

Motion – Marilyn

Seconded – Marsha

Judy made some corrections.

Carried.

4. Approval requested by Chair to approve new board member process. Nominations can be accepted and then goes to Council for approval during interim period.

Don Terry represents the Ajax-Pickering Board of Trade which is a tenanted property in the designated BIA area.

Motion – Marilyn

Seconded – Margaret

Discussion: Jutta G expressed concern about OKR being 'heavily' represented. Warren shared Jutta's view but acknowledged that Don would be an asset.

Other views indicated that the B of T does not represent just OKR.

Marsha requested that Don complete the application process that all others had to complete to create a consistency of process. All agreed.

Carried with the amendment pending the completion & receipt of the application process by Don Terry.

Carried.

5. Brenton & Marketing Report – delayed until next meeting due to his absence.

6. Events – Marg.

JAM! June 6 – 9<sup>th</sup>. Requires BIA banner – Marsha has it.

BIA Booth at JAM! – Volunteers needed to man it and hand out Flyer Wraps and promote BIA on Saturday, June 8<sup>th</sup> from 2 – 6. Only Marilyn & Eugene volunteered – from 4 – 6.

VILLAGE DAYS – September 13 – 22. A shop local event.

Starts on Friday, September 13 with a Triskadekaphobia Family Fright Night Ghost Walk through the Village, and a possible movie night at the St. Frances Centre – kid friendly @ 6:30 & Rocky Horror Picture Show @ 9:30/10

Suggested contact – Fran S. for Ghost Walk.

Saturday, September 14 – Family Fall Festival – OKR closed (similar to Sat JAM), noon – 6, with the Showmobile & live music, corn roast, foodies, farmer’s market, local community groups, artists & business vendors, kid/family entertainers, bike friendly, environmentally sustainable, poss a Teddy Bear Picnic. Possibly an event at the Square, and with traffic guards ensuring safe pedestrian traffic at Linton.

Saturday night – continue at local restaurants ideally with outdoor patios – Safari, Casa Verde, Foodbar, The Courtyard.

Sunday the 15 – Music in the Courtyard – 2 – 7pm

Silver Screen Sunday @ St. Frances Centre – Dial M for Murder

Saturday the 21 – Taste of the Village – hosted at Heritage House. Two scenarios: 1) Ideally have all restaurants participating for a “taste”, hosted at HH, with porta potties, and live music funded by BIA. 2) If other restaurants do not want to participate – then a private function hosted by HH.

Ballot draw at HH event. (details a bit later) \*

Throughout the entire Village Days – open houses, promotions, specials/features by all BIA businesses and posted on website and in Flyer Wrap. Ballots and boxes at ALL businesses. Postcard size list of all participating businesses and features.

Marketing includes BIA website with Calendar of Events, Flyer Wrap, ads, mobile signs, possibly the Wednesday Town of Ajax page, postcards at all businesses with participating merchants and events.

\*Grand Prize – suggested a trip/cruise provided by the local businesses @ \$1500.

Second – fourth prizes @ \$100 Village Bucks to be spent within Village at participating business.

Sunday the 22 – Music in The Courtyard.

Discussion – agreed that a total of \$2000 be used for prizes, with local merchants benefitting from prizes. Prize money needs to be returned to BIA businesses.

Christmas – Saturday, December 7<sup>th</sup>.

7. Councillor Reports: Joanne Dies. Draft version of the PV Community Improvement Plan in association with the Heritage District Study, to be presented to the General Governance Committee on June 6<sup>th</sup>. It features (very briefly) incentives for façade improvements, sign grants, redevelopment tax rebates etc. It goes to Council on June 10<sup>th</sup>.

Marilyn Crawford. ARC – Audley Recreation Centre – grand opening – 1 – 4.

Trailfest – Sunday, June 9<sup>th</sup>.

Both events coinciding with JAM!

Thursday, June 20 – draft PV Community Improvement Plan to public @ Library.  
Conservation Heritage District – to sign up to develop criteria. A rep from BIA needed for public meetings & committees. Marsha?

Comments/complaints that Bylaw installed no parking signs in several PV places with negative feedback in particular Dr. Lotropolous at Linton/OKR. Petition signed by clients.  
Streets have always been designated as no parking but without signage. Parking creates a bottleneck with problems seeing across intersection.

Community Centre is a public parking spot and should be advertised. Dentist should ask staff to not park in public areas to allow clients parking.

No parking signs on side streets to be bagged for JAM! (thankyou)

New Business:

Hoopers is now Big Daddy's Burgers  
66 Church (Argosy Security) for sale  
86 Church ?  
In Fitz Plaza – new We got Gamez

8. Treasurer's report: May re-imburement to Eugene for conference = \$970.87  
Judy Collin's – minute taker = \$100.00  
JAM! = \$5000.00  
Bank charges = \$4.00  
Current balance = \$75, 8129
9. Other stuff: Marsha – commented that a meeting with Brenton & Paul (webmaster) resulted in nothing changed on the website.

Eugene asked who owned the green space on Elizabeth & could the BIA buy it. It is owned by PAAB, and no the BIA is not allowed to own real estate, nor can the Town on behalf of the BIA.

10. Next meeting moved to Wednesday, July 3<sup>rd</sup> due to the holiday.  
August meeting will be moved to Wednesday, August 7<sup>th</sup>.

Meeting adjourned – Motion by Joanne, seconded by Warren. Carried.

Prepared by Margaret Campbell.