



Bolton Business Improvement Area Meeting
Minutes
Wednesday, January 22nd, 2020
2.30 p.m.
Che's Place, 30 Martha Street, Bolton

Members Present:

Chair: J. Carberry
S. Hoppler
Bryan Gnida
Verona Teskey
Rex Teskey
O. Rudnitsky
J. Sodhi
Councillor Rosa

Admin. Present

T. Valier

Regrets:

Councilor Groves
J. Do Paco

In Attendance, representing Town of Caledon: Sandra Dolson, Economic Development Officer

CALL TO ORDER

Chair, J. Carberry called the meeting to order at 2.35 p.m.

APPROVAL OF AGENDA

Moved by S. Hoppler that the agenda be approved. Carried

APPROVAL OF MINUTES

Moved by S. Hoppler that the Minutes for the Annual General Meeting on November 27th 2019 be approved. Carried

DECLARATION OF PECUNIARY INTEREST – None stated

PRESENTATION/ DELEGATIONS:

None

REGULAR BUSINESS:

1. The Board agreed on the schedule of meetings for the coming year being the third Wednesday of each month except for March when the meeting will be on March 25th because of March break.

2. On discussing events for the coming year, it was agreed to order flowers from Sant's Nurseries as usual. S. Hoppler and V. Teskey will attend there to place the order and decide on colours in early February.

S. Hoppler advised that the Bolton Rotary will be organizing a "Bunny Trail" for April 24th. She will make further inquiries when we can decide whether and how to be involved.

There should be a "clean up" organized in the Spring with volunteers.

3. Farmers' Market. T. Valier reviewed the results of the survey which were mostly positive with vendors stating intentions to return if we organize the market this year.

The Junk Sale was well received and a good attraction for the market.

The Board discussed best methods of advertising and agreed that there be more emphasis on social media ads except for one ad in the newspaper at the start of the season. Also ads should concentrate on other centres such as Nobleton and Kleinburg which do not have their own market. Other ideas were Church bulletins, which tend to be inexpensive, and creating partnerships with other markets in order to promote each other.

Moved by S. Hoppler that the Board continue to organize a Farmers' Market in Bolton in 2020.

Moved in amendment by Councilor Rosa that the Market be continued and that the cost remain within the operating budget.

On the vote being taken, the amendment, Carried.

On the vote being taken on the main motion, Carried.

A sub committee to oversee the market was appointed consisting of Councilor Rosa, S. Hoppler, T. Valier, B. Gnida and V. Teskey.

4. Main Street Revitalization. Chair Carberry reviewed the use of the funds received by the Town pursuant to the Main Street Revitalization project. The total amount paid to the Town was in excess of \$88,000 and was for the purpose of assisting small business in downtown areas. It appears that the BIA is to receive the sum of \$3,000 for the gazebo repairs and that the balance allocated to Bolton was used for new street signs in the Heritage Conservation District which includes a residential area as well as the commercial (BIA) area. The Board questioned whether this was the appropriate use of the funds given the intent of the project. Councilor Rosa advised the Board that he is working with the Mayor and others to form a plan for downtown Bolton. There will be two committees struck, one to form a plan for the improvement of the downtown core of Bolton and the other to organize a celebration of the 200th anniversary of Bolton in the year 2022. The vision for the celebration will include banners, marketing and special events. The two committees will collaborate on promoting Bolton and the BIA and other community groups will be involved.
5. Website. The Board agreed that the new website needs completion and that a new designer should be found to complete it as soon as possible. A number of quotes will be obtained for discussion by Board members.

6. Gazebo. S. Dolson reported that the architect is to have drawings available by February 5th so that costs may be prepared for review by the Kinsmen and the Board.
7. Digital Main Street. Chair Carberry read the report prepared by the Digital Squad member. See attached. Although a number of businesses have been signed up, the results overall are discouraging in that not very many businesses are taking advantage of the opportunity that this project provides. S. Dolson reported that the same project administered by the Town in other centres has experienced the same level of response. Our Squad member will continue to promote and work on the project until completion in March.

S. Dolson reported that there will be a networking opportunity organized by the Town on January 29th at 6 to 8p.m. Our squad member will be encouraged to attend.

MOVED by B. Gnida that the Board move to private session to discuss 1. the Bolton Community Crew and 2. Personnel to be hired to run the Farmers' Market.

The following motions resulted from private session,
MOVED by B. Gnida that the Board continue to work with the Bolton Community Crew on events and to monitor progress and level of cooperation. Carried

MOVED by V. Teskey that the Board continue discussion on personnel to be hired to run the Farmer' Market including division of responsibilities.

MOVED by B. Gnida that the meeting adjourn. Carried.

The meeting adjourned at 4.45p.m.