



Bolton Business Improvement Area Meeting Minutes

Wednesday, January 26, 2022

2:30 p.m.

Electronic Meeting

Members Present:

Chair: J. Carberry (remote)

B. Gnida (remote)

S. Hoppler (remote)

O. Rudnitsky (remote)

J. Sodhi (joined remotely at 3:09 p.m.)

R. Teskey (remote)

V. Teskey (remote)

Councillor A. Groves (remote)

Administrators Present:

L. Loucaides (remote)

Town of Caledon Staff Present:

Officer, Economic Development: S. Dolson (remote)

Deputy Clerk, Council and Committee Services: J. Lavecchia (remote)

Manager, Economic Development: J. Schildroth (remote)

Regrets:

D. McMullen (absent)

Councillor T. Rosa (absent)

CALL TO ORDER

Chair J. Carberry called the electronic meeting to order at 2:35 p.m.

URGENT BUSINESS

Moved by: Councillor A. Groves

That the BIA's procedural by-law be waived to amend the agenda to add an item under regular business regarding the Sustainable Thinking and Expression on Public Space program.

Carried with two-thirds.

DISCLOSURE OF PECUNIARY INTEREST

None.

APPROVAL OF MINUTES

Moved by: B. Gnida

That the Minutes of the Bolton Business Improvement Area Annual General Meeting held on November 17, 2021, be approved.

Carried.

INTRODUCTION

Chair J. Carberry introduced Jason Schildroth, Manager, Economic Development for the Town of Caledon. She noted that he will be working closely with the BIA on several projects including the existing revitalization plan.

J. Schildroth provided an overview of the role the Town's Economic Development office plays in relation to the BIA. He identified staff within the Economic Development Department and looks forward to working in collaboration with the BIA.

Chair J. Carberry led Board member introductions.

REGULAR BUSINESS

1. Farmers' Market 2022

Chair J. Carberry advised that a Farmers' Market has not been held for two years due to the COVID-19 Pandemic. She is interested in resuming the Farmers Market and sought clarification from Members of the Board on the proposed location and working collectively with the Downtown Bolton Task Force.

Councillor A. Groves suggested connecting with volunteers who assisted with the Christmas Market. J. Schildroth advised Members of the Board that vendors from the Christmas Market are interested in other opportunities.

2. Request to Assist Caledon Businesses with Resources and Supports

Chair J. Carberry advised members of the Board that at the Town Council meeting held on December 14, 2021, Council passed a resolution to provide assistance through resources and support to Caledon Businesses.

Councillor A. Groves provided some background of the intent of the request and how the Town's Economic Development Department can provide assistance and support to businesses in Caledon. She advised that there are grants available to local businesses and the Town is available to offer support in the application process.

J. Schildroth provided Members of the Board with information on the Economic Development office work plan and how programs can be developed to offer supports from stakeholders and improve relationship building within businesses in the community.

Members of the Board asked questions and received a response from Mr. Schildroth.

3. Rewards Program

Chair J. Carberry introduced the idea of a 'Rewards Program' that could benefit local businesses in Bolton.

J. Schildroth advised Members of the Board of existing benchmarking from other municipal BIA's in terms of rewards programs or incentives that are being offered (i.e. contest model through social media platforms).

V. Teskey expressed concerns that local businesses are having difficulty staying in business due to the pandemic.

4. Treasurer's Report

V. Teskey advised Members of the Board that the balance of the surplus is approximately \$11,351.00.

5. Sustainable Thinking and Expression on Public Space Program

Chair J. Carberry advised Members of the Board that she has been in contact with representatives of STEPS and have scheduled a meeting with them for Friday. She advised that the program assists in resourcing hiring artists to complete public art.

J. Schildroth advised that the role of STEPS is to work with local BIA's in securing artists. He indicated this work will be in collaboration with the revitalization task force.

B. Gnida left the meeting at 3:16 p.m. and rejoined remotely at 3:23 p.m.

Members of the Board asked questions and received a response from Mr. Schildroth and Ms. Dolson.

Moved by: J. Sodhi

That the Chair proceed with submitting an application for the Sustainable Thinking and Expression on Public Space program, if in her discretion after meeting with the representatives of the program, she thinks it appropriate.

Carried.

UPDATES

1. Website and Video Spotlights

L. Loucaldas outlined that the social media platforms have been receiving an increase in uptake. He highlighted that he is receiving positive public feedback. In addition, he advised Members of the Board that he will be looking to reach out to local businesses to continue the 'Business Spotlight' videos and publish them monthly.

Councillor A. Groves expressed the importance of business retention and is working on a newsletter with the Region of Peel where she can incorporate information highlighting resources available to local business and what the Bolton BIA is actively working on.

Members of the Board asked questions and received a response from Mr. Loucaldas and Councillor Groves.

2. Winter Decorations and Lights – Defective Lights

B. Gnida advised that issue with the defective lights has not been resolved. He indicated that staff from the Region of Peel would like to meet with the BIA to address the issue.

Councillor A. Groves advised Members of the Board that she will follow-up with staff from the Region.

3. Plans for Bicentennial Celebration

Councillor A. Groves advised that there is a bicentennial committee meeting this evening. She will provide the Board with an update at their next meeting.

4. Downtown Bolton Revitalization Task Force

J. Schildroth provided an update on the Old Bolton Fire Station renovation project and shared a conceptual photo of what the renovations will look like. He indicated that the intention of the project is to turn the Old Bolton Fire Station into a community hub. He further advised that the pride bench and sidewalk mosaics will be installed outside the community hub.

He concluded by sharing an example of painted murals that Harriston has installed and the theme or messaging around the artwork. Mr. Schildroth advised Members of the Board

of an upcoming engagement session on Monday, January 31st from 4 p.m. - 5:30 p.m. and will share the meeting details should Members choose to participate.

Chair J. Carberry asked questions and received a response from Mr. Schildroth.

5. Status Update for the Gazebo

Councillor A. Groves advised that the President with the Kinsmen Club is working with the TRCA to obtain a permit. She indicated that the contractor will begin the work in the Spring.

6. Banners

Chair J. Carberry advised that there are no updates at this time.

LOOKING FORWARD

1. 2022 BIA Board Meeting Dates

Chair J. Carberry advised Members of the Board that the BIA will meet the third Wednesday of each month and that the next meeting will be held on Wednesday, February 16th at 2:30 p.m. She indicated that where there is a meeting scheduled and there are no agenda items to bring forward, the meeting will be cancelled.

B. Gnida and S. Hoppler left the meeting at 4:12 p.m. and returned remotely at 4:16 p.m.

J. Sodhi left the meeting at 4:18 p.m. and did not return.

Councillor A. Groves advised Members of the Board that both the Region of Peel and the Town of Caledon are completing Official Plan Reviews and would like to bring this topic up for discussion at the BIA's next meeting.

ADJOURNMENT

On a verbal motion moved by B. Gnida, the Bolton Business Improvement Area Meeting adjourned at 4:19 p.m.