



Bolton Business Improvement Meeting Minutes
Wednesday October 23rd, 2019
2:30 p.m.
Che's Place

Members Present:

Chair: J. Carberry
S. Hoppler
Verona Teskey
Rex Teskey
B.Gnida
Councillor Rosa
Joe Do Paco

Regrets:

Councillor Groves

Absent

Oleg Rudnitsky
J. Sodhi

Also Present

Sandra Dolson

CALL TO ORDER

Chair, J. Carberry called the meeting to order at 2:40 p.m.

APPROVAL OF AGENDA

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

APPROVAL OF MINUTES

Moved by Councilor Rosa that the Minutes of the Meeting on September 18th 2019 be approved. Carried

DECLARATION OF PECUNIARY INTEREST

None stated.

PRESENTATION/ DELEGATIONS:

None.

REGULAR BUSINESS:

1. Farmers Market

V. Teskey reported that the Market was generally well received. The budget for the market this year was \$2,000 and we spent \$11,189. We collected \$5,254 from the vendors for a net loss which was nevertheless better than last year. The sum of \$2,178 was a capital expense which will not be repeated. Also, the budget for special events which are related to the Farmers' Market was \$12,000 and not all of that was used. In summary, the total of \$12,300 was spent for the market and events so adding both together the total budget was not used. Board discussed ways to attract more customers and it was observed that all markets in the area have the same problem. The Board discussed the advertising strategy. It seems that print advertising is not that effective. Councilor Rosa offered to develop a cohesive strategy for making best use of the advertising budget.

2. Website

Chair Carberry reported that she has communicated by email with the web designer to complete some amendments. The Board was generally satisfied with the design. The understanding is that basic training for the administrator is included in the contract. Chair Carberry will continue to finalize the website with the designer.

3. Gazebo.

Ms Dolson reported that the architect had produced a new design and circulated drawings prepared by him. The Board had a concern that the benches do not appear to be protected from weather and preferred that the roof cover the entire area. Also it is not necessary to have a large area for notices. Another meeting will be arranged to try to finalize the design. After which the project can be costed and we will look at sources of funds. Ms Dolson will find out whether the \$3,000 grant from the Town can be carried into next year. Other sources include the Region of Peel and Bolton Kinsmen.

4. Christmas decorations

B. Gnida is dealing with the Town and Region regarding the placement of the 20 snowflake decorations to be supplied by the Town. The Town is to provide a map of where they will be placed. The matter of winter banners was also discussed. Our installer is to review the area and report on where banners and arms are needed. It is important to have consistency in the types used. Costs should be included in the budget. On November 18th, the banners will be changed to winter and Christmas banners.

5. Treasurer's Report and Draft Budget

The Chair and Treasurer will work to produce a draft budget for 2020 for discussion at the AGM next month. The draft will be circulated to the Board.

6. OBIAA Digital Service Squad

The launch event is set for November 5th 2019 with a contingency date of November 12th in case of bad weather. An invitation should go to all businesses in the directory. Mayor Thompson and Councilors Groves and Rosa will attend, and press will be advised. Ms Dolson suggested that a joint event be arranged with the Town of Caledon which has also been approved for a grant to cover the other villages within the Town. She will coordinate with the Chair.

7. Meeting with the Town of Caledon Economic Development Dept.

Chair Carberry, S. Hoppler and B. Gnida reported on a meeting with Town staff on October 18th 2019. As agreed at the meeting staff and BIA Board members will have a walk about downtown Bolton on October 29th to decide on the needs for benches, trash cans and bike racks. Ms Dolson showed the design for the new street signs indicating the heritage designation.

8. Stakeholder Workshop

B. Gnida and possibly some other Board members will attend the Stakeholder Workshop regarding the Town of Caledon Economic Development Strategy tomorrow morning.

Moved by V. Teskey that the meeting adjourn. Carried.