



UPTOWN KESWICK BUSINESS IMPROVEMENT AREA

Draft of Minutes

Thursday Oct 13, 2016 – 8:00am

Call to Order (Attendance) regrets: Attendance - Corinne Ennis, Leigh Fellini, Dan Fellini, Cindy Lloyd, Sean Columbus, Mario Martignani, Tom Cooke, Mike Mendonca
Regrets, Betty Guttormson, Andrea Davis McNeil

Resolution No 85 : Adoption of minutes from Aug meeting - motion to adopt by Mike, seconded by Tom
Treasurer's Report - still to pay Advocate \$300, The Masons \$300, Quick Pizza \$100 - from Harvest Festival Sponsorships brought in \$1165 **Balance of account** \$15, 814

Discussion from Harvest Festival- need more directional & event signage, more events around Fellini Wines, maybe add more Adult activities, Maybe produce a brochure to be distributed with the Advocate listing all events (Mike from Stretch knows distribution costs), Look into inviting Micro Breweries
Potential dates for next year Sept 16 or 23 (look into dates of other Town events and Polish Festival (Mario))

Santa Claus Parade - UKBIA will not be putting in a float. Member businesses can put in their own float, or hand out hot chocolate, candy etc in front of their shops. We will set up our inflatables on the street.

Resolution No 86: Donation of \$500 to be sent in to the parade committee. Motion by Mario, seconded by Corinne

Tree Lighting - Wellers providing tree, photos with Santa at Stretch, Cider, Carollers, Food Pantry. A subcommittee will meet with the legion in regards to the TreeLighting. (It's a cenotaph parkette that we use.)

Resolution No 87: Motion to Adjourn by Corinne, 2nd by Leigh Felini

Minutes of Last Meeting Adoption **Resolution No 83** motioned by Andrea, 2nd by Mike Treasurer's Report: Balance Aug 18 \$19278.88 less service charges, Director's Liability Ins has been paid 864.00, Connors Brother's paid \$500 Still owe radio \$4294.00

1. Committee Reports **Harvest Festival – Sept 17th - Wednesday Sept 7 Map finalizing meeting 6pm at Petal Pusher's**
–pizza supplied. Updates & request from belly dancing troupe -\$200 needs a stage. Mike to look into asking Jean if her band can play. Mike will be having a colouring contest. Betty has booked the climbing wall, bouncy ponies, candy floss machine, sno-cone and bouncy castles, so far we have 50 interested vendors. Connor's Brothers are available b/n 9-1 – \$600-undecided. Jen mentioned that St John's Ambulance may be interested in a booth. Mario has arranged for **radio advertising for interested ukbia business's**, See him for further details. Mario is looking after Pizza slices to sell. Corinne is supplying balloons, Mario is getting straw for decorating,

Can we all approach different business people for sponsorship or supply rest tents- anything. For the Festival.

2. **FICE** – First Impression Community Exchange program (Aug 25th intro) Sean is still looking for people to participate - we need 3-4 more. **Meeting Thursday Aug 25th 1-2pm at the Civic Center in the upstairs committee room.** Sean presented some sign designs for festival notifications.

Haunted Walk – Oct 29th

Santa Claus Parade – Nov 19th

Tree Lighting – Nov 26th Mike has approached Wellers to supply a tree again this year.

Social Media & Advertising

3. **Executive Roundtable** : **Wed Sept 7 /16 7-9am Wayne Emmerson –Chairman & CEO of York Region** is coming to the Link for breakfast a meeting to inform us how the regional responsibilities impact Georgina businesses \$25 for Chamber members, \$30 for non-members. Registration is on the Chamber of Commerce's website.

Adjourn Resolution No 84 motioned by Mike, 2nd Cindy

Finalizing Meeting for Harvest Fest: Wednesday Sept 7 6pm at Petal Pusher's –pizza supplied

Next Meeting: Oct 13/16 8am at The Water Store