



UPTOWN KESWICK BUSINESS IMPROVEMENT AREA

Draft of Minutes

Thursday November 17, 2016 – 8:00am

Georgina Healing Arts, Unit 15, 204 Simcoe Ave, Keswick

Call to Order (Attendance): Mike Mendonca – Stretch, Corinne – Petal Pushers, Sean – Town of Georgina, Andrea - Keswick Veterinary Clinic, Mario – Northern Appliances, Mabel Garcia – Uptown Gift & Décor, Robyn Gibson – Twice is Nice, Jordie Armstrong –Tom Cooke Law, Leigh Fellini – LF Bookkeeping Solutions, Sherrie Keam- CIBC, Betty Guttormson – Simcoe Mews/Georgina Healing Arts, Sean Columbus- Town of Georgina. Regrets: Robin Konstantopoulos.

Minutes of Last Meeting **Resolution No 88**: Motioned Andrea, 2nd Leigh Accepted

1. Treasurer's Report: Balance Oct 31/16 \$14,798.10 Donated \$500 to Santa Claus Parade Sat Nov 19 1:30pm Waiting for \$200 X 2 donations from Harvest Festival need to be invoiced.
2. Committee Reports: **Welcome New Members:**
 - Robyn** – 10 Simcoe Ave “**Twice is Nice**” Grand opening Dec 1st
 - New owners of **Corner House Restaurant–Vee & Alan** Pallenchuk
 - Butcher Shop** –Simcoe Mews, **Moe** -custom cuts, mid Dec opening
 - Planning Stages – **Autism Offices** in Plaza on south side of Simcoe

Haunted Walk/Trick or Treating - review: Some stores were open 5-7 for Trick or Treating. Great turnout. Disappointing number of stores participating. Walk started at The Water Store and up Simcoe Ave. 60 kids. Tom suggested a gift certificate as a thank you to Linda Quiurino for running the Walk.

Resolution No 89: Corrine motion \$50 gift certificate for Corner House Restaurant, 2nd Sherrie

Santa Claus Parade – Nov 19th We will not be putting a float in the parade this year. The inflatables will be up around Simcoe and Queensway though. Stores can hand out goodies as they want.

Tree Lighting – Nov 26th

Sargent at Arms called: Legion not happy re tree in the cenotaph. Legion membership is disgruntled. Corinne and Mike met with Town to discuss. Town's statement was that it's already in place this year. Legion has 2 stipulations, no one to climb on stones, no donations for the Legion. **Big thanks** to Corinne and Mike for representing the UKBIA on this matter.

Road Closure 5-9:30pm town supplying barriers. apple cider- volunteers needed to serve contact leighfelini@gmail.com, Town Reps, Counsellors & Corinne to turn on the lights, **Santa pictures start at 5:30 at Stretch**. Santa is leaving at 6:45 pm and coming

back for lighting around 7pm. So far there will be hot dogs, candy canes, Mike doing popcorn.

Advocate Advertising for Tree Lighting:

Resolution No 90 Mike motioned to pay for centre of page **advertising** \$300 plus hst, 2nd by Mabel. Fellini, Uptown, Stretch, KVC, Twice as Nice, Northern, Tom Cooke, Petal Pushers on page any other interested businesses -Send info to carriemccullough@yrp.com

Social Media & Advertising: Kevin from the Jewell inquiring if we wanted radio advertising again this year. He offered individual ads. Also group Christmas Greetings sponsored by UKBIA. Mario to call Kevin for info.

Andrea to send out email re group advertising finding out interest –reply by Friday Nov 25/16 \$200per business (hst included)

Next meeting AGM, Thursday Jan 19, 2017 Location to be announced. It will be an evening meeting.

3. Executive Roundtable: Mabel willing to help with Facebook page, suggested to do a walk about to businesses Corinne to contact Robin.

Motion to Adjourn: **Resolution No 91** Andrea, 2nd Betty