



UPTOWN KESWICK BUSINESS IMPROVEMENT AREA

Draft of Minutes

Thursday February 23, 2017

Georgina Healing Arts Centre, Upstairs, Simcoe Mews

Call to Order (Attendance) Betty Guttormson –Georgina Healing Arts, Mabel Garcia – Uptown Gift & Décor, Robyn Gibson -Twice as Nice, Leigh Fellini –LFBS Bookkeeping, Mario Martignani, Corinne Ennis – Petal Pushers, Andrea Davis McNeil – Keswick Veterinary Clinic

1. Minutes of Last Meeting: **Resolution No 96: Motion to accept minutes as presented Andrea , 2nd Betty, Carried**
2. Treasurer's Report: Balance: Jan 31/17 \$13,569.55 Leigh will put the finances on Quick Books for easier reporting.

Resolution No 97: Motion to accept Treasurer's Report by Betty, Mario 2nd, Carried

3. Committee Reports – **Music in the Streets** –June 24th Paul Connors will be approaching merchants re electricity source, participation etc.

-Harvest Festival – confirmed date Sept 16/17 Cindy Lloyd has sold her store. Need a new Committee head, grant application \$2000 to Economic Development Office needs to be sent in, notice to apt building- road closure at south end of building for the time of the festival. Betty will assist the Head of the Committee.

-Haunted Walk/Trick or treating –no discussion

-Tree Lighting – no discussion

-Facebook/Instagram/Advertising – Robyn & Mabel will set up the Instagram account.

Merchants need to submit pictures with captions, (a small blurb). Consistent submissions work best

(once a month, 2-3 X a month) Send it via “message” to UKBIA facebook and Mabel will also put it on Instagram. Submissions could be as simple as “Have you visited Petal Pushers lately?” with a picture of the front window. Or things happening at your business. Sales, etc. Don’t be afraid to say the same thing but in different ways to get repetition in. People have to hear things multiple times in order to act on it. Corinne suggested we “hi-light” a business of the UKBIA on a regular basis. Snapped magazine advertising was presented by Robyn. It has social media backup. Needs to be submitted about a month before.

-Street Beautification: Corinne will contact town re more trees to be planted, possible benches, etc. -

Wine & Cheese Social: Mabel will organize and approach Tom (it was his suggestion)

4. **Executive Roundtable:** :Saturday March 11/17 Twice As Nice –Official Grand Opening, Mayor ribbon cutting, Cake, etc

:Leigh has an accountant on her team –now on board for tax season.

: Mario- Northern Appliances is now carrying new appliances etc and is under Renovations!!

CANADA DAY: **Resolution No 98: Motion by Mario to purchase small Canada flags up to \$250.00 to fit the poles we already have. 2nd Leigh, Carried.** Corinne will check to see what flags are available for Canada celebrations. It was discussed that maybe we should hold our Canada celebration the week before in order to avoid conflicts with other celebrations.

:Betty: Georgina Healing Arts is now officially closed. Building sold as of Tuesday. New owners Peter & Tania Youngren. All businesses are continuing. Butcher is officially open.

Next Meeting: Thursday March 23/17 at Uptown Gift & Décor 8am

Resolution No 99: Motion to Adjourn by Corinne, 2nd Leigh, Carried