

THE CORPORATION OF THE TOWN OF GEORGINA  
IN THE  
REGIONAL MUNICIPALITY OF YORK

**SUTTON BIA  
BOARD MEETING**

**MINUTES**

**May 15, 2018**

**7:00 p.m.**

**Fahey Crate Law Office – 100 High Street**

1. CALL TO ORDER  
7:08pm
2. ROLL CALL  
Present: Carolyn Crate, Mary Kay, Peter Doern, Robin Hirstwod (Sutton Kinettes),  
Cathy Loitsch (Sutton Kinettes), Frank Sebo, Sean Columbus  
Absent: none  
Regrets: Mary Schwab, Greg Forrest
3. INTRODUCTION OF ADDENDUM ITEMS  
**none**
4. APPROVAL OF AGENDA  
Mary moved to approve agenda  
Peter seconds  
**carried**
5. DECLARATIONS OF PECUNIARY INTEREST AND GENERAL NATURE THEREOF  
none
6. ADOPTION OF THE MINUTES

**Pages 5 - 11**

1. Minutes of the Board meeting held on March 13, 2018  
Frank moves  
Carolyn seconds  
**carried**
7. SPEAKERS
  - 7.1. Robin Hirstwood and Cathy Loitsch from Sutton Kinettes re: Duck Race



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Update on duck race: want to do the race again but want to open it up beyond the BIA area for ticket sales

Board consensus is that Sutton BIA is not opposed to non-members selling tickets

last year: 10 x \$100 gift certificates

this year: want to open it up beyond boundary and also allow donated prizes

Discussion of BIA boundaries and origins

Board consensus is that it's okay for non-members to take part in prizes.

ticket prices will remain the same, still 1,000 ducks

still looking at the possibility of a second race

Race at 1pm

but, if they do two races then Race 1 should be 12 noon and Race 2 should be 2pm.

Kinsmen are on board to help launch, Wakeboard shop to retrieve

Kinettes will approach businesses within and outside of BIA for prize donation

Kinettes to supply logo to be included in our advertising

possible conflicts:

musicians

talent show at 10am

fountain dedication

8. PRESENTATIONS

8.1. John Caragianakos from 105.9 the Region FM Radio Station and Debra McLaughlin, Station Owner, re York Scene Member advertising promotion

**John is unable to attend; postponed until future meeting**

9. REPORTS

- (1) Adoption of Reports NOT Requiring Separate Discussion  
**none**



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- (2) Reports Requiring Separate Discussion  
**none**

10. DISPOSITION/PROCLAMATIONS, GENERAL INFORMATION ITEMS

- (1) Disposition Items

**Pages 10 - 13**

- (a) Treasurer's Report – Greg Forrest  
Board reviewed report as supplied by Greg via e-mail

Motion to receive Treasurer's Report  
Peter moves  
Frank seconds  
**carried**

- (2) General Information Items

- (a) Festival on High 2018 Update – July 21, 2018

- a. Road Closure  
i. Town, Region, Stinsons

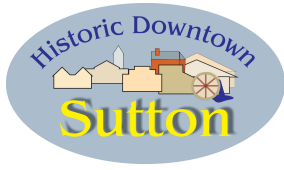
Stinson to do signs again  
Town council to review buying surplus barriers for next  
year to cover BIA activities

Peter to follow up again with York Permits

Carolyn budgeted \$3k for Stinson, quote came in \$2.7

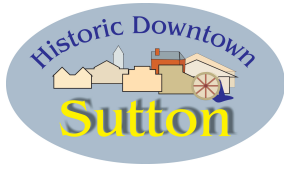
- b. Horse Drawn Wagon Rides  
wagon rides are booked  
\$900  
11am to 3pm

- c. Inflatables  
Booked  
Jousting, Obstacle Course, 2 generators



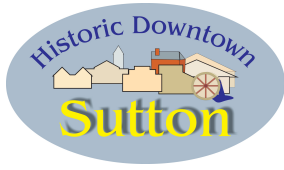
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\$1K budget, \$1.4K actual

- d. St. John's Ambulance  
\$100 donation
- e. Music/Entertainment/sound equipment/stage  
still waiting to hear back from Sutton Fair about stage  
Carolyn to contact Wendy Page  
Bands booked:  
Tammy Roberts  
Neil Chapman Band  
\$1K budget, \$900 actual  
  
Joe from Georgina Music to supply technician and equipment  
\$412.45  
  
stage to be set back a bit
- f. Portable toilets & handwashing stations  
booked through Tim Gerrard  
budget \$350; actual a little higher
- g. Radio Advertising – 98.5, 105.9, NISH  
105.9 is included with festival tour  
98.5 The Jewel - waiting on quote  
NISH - will do an ad for \$50 and charge \$5/play  
Contact Morgan Priester at NISH
- h. Print Advertising, Snap'd, Goergina Post, Georgina Advocate  
Facebook posted  
Snapd  
Peter reserved July 21 calendar square in Snapd  
Georgina Post ad  
Peter to swap out closer to the date  
Ads posted in:  
Discover Georgina  
Town page  
Web Site  
post cards  
Sibbald Point Guide  
York Region Festival Trail  
Tab signs on entrance signs



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- i. Print materials – posters, flyers, map/brochure/event times, Sutton BIA passports  
All designed  
map will be modified closer to the date  
Mary supplied sketch of how map could look  
Peter to design map for e-mail discussion of how street will be laid out
- j. Give aways and prizes  
Mary Kay has collectible coins for Sutton 100  
Town donated Georgina 200 pens and tattoos  
Have to decide how much for passport gift certificate  
need prize for talent show
- k. Banners  
\$200 budget for banners  
Frank thinks at least one banner is damaged  
Carolyn will ask Greg where banners are
- l. Paid duty officers  
Peter to apply
- m. Generator from BRC contracting  
Rick to supply generator
- n. Photo booth  
Peter to get quote from George Kash (Elephant Events)  
Mary Kay may donate
- o. Face painting  
budget \$850, actual \$750  
Blue Leopard  
Misty Flynn
- p. Vendors  
27 vendors tentatively booked  
8 paid so far  
Must be paid up by May 28 to guarantee a spot  
set up at 8:30  
leave after 3pm or forfeit deposit  
Deposit held in envelope until end of day, then returned  
  
Peter's idea to use a 10' x 10' tarp and spray the corners with



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spray chalk

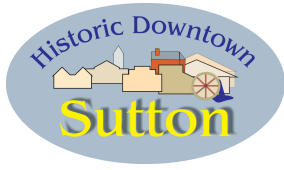
Sean proposes we use Google Maps to measure area to  
determine # of possible spots

Carolyn thinks we can get 40 spots on High Street

Use Market Square Crescent next to Zammit

Divvie up the vendors into two main categories: A and B, and  
send them to corresponding zones at either end of High Street

- q. Duck Race  
covered by Kinettes
- r. Volunteers  
Carolyn has nieces  
Mary has spoken to local residents  
Volunteers to track attendance  
Peter has sent word to Newmarket High School  
Peter to notify Sutton High  
Peter has registered with Neighbourhood Network
- s. Grant Application  
Grant has been approved  
Carolyn meeting with Cristina Liu
- t. Tents/chairs  
Greg donates tents  
Masons donate chairs
- u. Garbage cans
- v. Huts  
At fairgrounds
- w. Stage  
Carolyn will contact Wendy Page at Sutton Fair
- x. Talent show  
Megan and Brandy co-ordinating  
1-1/2 hours  
move talent show to kids zone  
may need to set up 2 stages  
put rubber mats on stage - Mary to price out at Walmart



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Shoberry's may have mats

- y. Kids Zone
  - Sean to bring town's PA system for kids zone
  - Shoberry's supervising the Kids Zone
  - we supply paints
  - Greg to set up paint boards
  - Carolyn to bring ring toss, tickle trunk
- z. Volunteer Zone
  - Barbecue for Volunteers

- (b) Town Update – Sean Columbus
  - Farmer's Market starting this Sunday
  - May 20 to end of September

New business on High Street: Sweet Pea Accessories  
Grand opening

CIP grants -- new brochure

MURC billboard unveiled last Friday  
between Glenwoods and Ravenshoe on west side  
north of Brouwers  
town looking at costs  
estimated Operating Costs \$650K/year

discussion of accessibility  
CIP grant  
Stop Gap organization: custom portable ramps

Discover Georgina Guide  
distributed through Chamber of Commerce

Econ Dev print newsletter has been mailed out  
Theme: 2017: A Year in Review

Social Media/Mktg Part 2 at Stephen Leacock May 24  
Google Accounts  
How to rank on Discover Ontario/tourism  
SEO/SEM/Pay per Click



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Sean to share Powerpoint of part 1 with BIA

Banner Program

Town will install Georgina 200 banners throughout town

Discussion of Sewer/Water Mains on High Street

Streetscaping: Council approved a streetscaping strategy for all of Georgina

Main street revitalization funding allocation: \$70k to Georgina

must be spent within CIP areas

likely split between BIAs

must be spent by March 2020

ideally for features like benches and bike stands that can be saved and reused in case of construction

ideally town can match funds

Signage strategy

some town signs being replaced

Baseline Road

De La Salle Beach

High Street Pump House

Jackson's Point Parkette

Looking for sign-off from CAO

Frank advocating for more garbage cans

Town booth

to appear at events throughout the year

summer student intern

conducting visitor surveys

will be at Festival on High

Chamber of Commerce also attending events to track visitors

Frank:

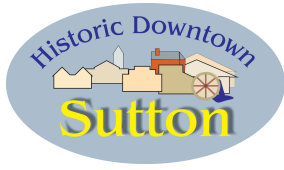
Mill Pond Park improvements made

The town now owns Mossington Wharf

can remove fence

will dredge mouth river





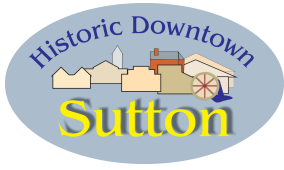
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- (c) Fountain Update – Frank Sebo  
Stalled due to cost of Hydro hookup would put us over budget

Frank has applied for a Loan/Grant through South Lake Community Futures  
Letters of support from Chamber, Kinsmen  
Loan is subject to council approval  
Loan would be paid right back and we would keep grant  
deadline Friday  
Peter to be contact for application

11. COMMUNICATIONS TO RECEIVE

- Pages 14 - 21**  
(d) Georgina's Economic Development Updates dated March 20, 2018  
**Page 22 - 28**  
(e) Georgina's Economic Development Updates dated April 4, 2018  
**Pages**  
(f) Georgina's Economic Development Updates dated  
**Page 29 - 30**  
(g) Email correspondence from Debbie Balinas (Sweet Pea boutique at 130 High Street) and reply thereto dated April 9, 2018  
**Pages 31 - 34**  
(h) Media Release from OBIAA re New Accessibility on Main Street Project  
**Pages 35 – 41**  
(i) Georgina Economic Development Newsletter dated April 16, 2018  
**Pages 42 - 45**  
(j) The Jewel 88.5 contract for advertising for Festival on High  
**Page 46-53**  
(k) Economic Development & Community Building Grant Application for Festival on High 2018  
**Pages 54-56**  
(l) Brochure from 105.9 The Region for special York Scene membership advertising packages  
**Page 57**  
(m) YSBEC How To: Social Media Series poster  
**Page 58**  
(n) Email from Sean Columbus re YSBEC How To: Social Media Series event  
**Pages 59 - 64**  
(o) The Ontario by Bike Network April 2018 Industry Update  
**Pages 65– 71**



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- (p) Georgina Economic Development Newsletter dated April 16, 2018  
**Pages 72 - 80**
- (q) OBIAA May 2018 Newsletter

Motion to receive Communications  
Peter moves  
Frank second  
**carried**

12. OTHER BUSINESS  
**none**



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13. NEXT MEETING

July 10, 2018 @ 7:00 p.m.

14. MOTION TO ADJOURN

Peter moves to adjourn

**carried**

**meeting adjourned 9:35pm**