

BOARD MEETING - Jackson's Point Village Association Business Improvement Area (BIA)

DATE: May 4, 2017

TIME: 7:00 p.m.

LOCATION: Lake Simcoe Arms

ROLL CALL –

Board Present:

STEVE JACOBSON – CHAIRPERSON Y
JOEL LIPCHITZ – VICE CHAIR Y
ANDREW SIBBALD – TREASURER Y – by phone
ANDY DUBRAWski – SECRETARY Y
JOLENE MARINNER – DIRECTOR Y
SEAN COLUMBUS – TOWN ADVISOR y
FRANK SEBO – COUNCILLOR Y

Guests/Residents/members : Monica, RJ – GEM Theater, Richard Yagutilov

Regrets :

Absent:

1. **CALL TO ORDER**
2. **ROLL CALL – as above**
3. **INTRODUCTION OF ADDENDUM ITEMS - none**
4. **APPROVAL OF AGENDA: - Joel, 2nd Jolene**
5. **DECLARATION OF PECUNIARY INTEREST - none**
6. **ADOPTION OF THE MINUTES : - adopted**
7. **BUSINESS ARISING FROM THE MINUTES - none**
8. **DELEGATIONS/SPEAKERS/DEPUTATIONS – Ms Andrea Ruth departed before presentation**
9. **PRESENTATIONS**
 - 9.1.1 **RJ & Richard – GEM Theater**
 - GEM 20th Anniversary
 - \$1200 for 30 sec ad (\$1000 special), 2000-4000 attendees/week ,56 shows/wk – double in summer
 - 2 weeks lead time required
 - Sean to ask whether EDC will fund 2 videos
 - look at 3 possibilities

JPBIA funds
EDC Grant
Partner with Sutton BIA
10. **COMMUNICATIONS:**
 - 10.01 **UPDATE FROM THE TOWN – Sean updated**
 - Georgina Home Show this weekend
 - Budget still available for CIP with matching funds
 - SLCF low interest loans available (Sebo)
 - new newslewtter has been issued
 - York small business enterprise centre at Link
 - Accounting May 18
 - 1 on 1 Marketing Consultation May 30
 - Discover Georgina – May 18

- Bike Racks are up – BIA thanks town staff
- Broadband Project – response expected by summer
- Sebo added
 - Banders are up
 - Council approved new bylaw re trailers and boats
 - Curious tourist guide promo in June – ads are \$200 + \$25 GC ?
 - Hike for Hospice at Link – Register at 11 , Kickoff at 12:30
 -

11. COMMITTEE REPORTS – NONE

12. UNFINISHED BUSINESS

12.1 Directors insurance needs to be renewed

12.2 EDC Grant – All in 1 this year asking for \$7,500 to be submitted May 29th

12.3 Commercial business on Town Property not allowed

- BIA would like a sign in DeLasalle and Bonnie Boats
- Asking Frank to put a motion to change business rules
- JP BIA wants signs in parks promoting JP businesses and JP events
- Sean will look into temporary signage for this year in Parks

Review Draft Document – Steve to ask Town to review and approve

Lakeview Estates – town asked owners to clean up, expecting building activity this summer

Children's Wish Event at Sutton HS

Beatles tribute band – Caverners

Come back to this item next meeting

Bonnie Boats – Ask consultant to meet with JP BIA

BAD Ride – Sunday May 28th

800 – 1200 motorcycles

Lake Simcoe Arms is turnaround point

Monday May 29th – Golf Tournament for Hospice \$150

lunch at Briars

dinner and prizes at LSA

Andrew proposed we study a video about Marketing Towns – Year of the Canoe

Meeting to be called for Painted Perch – Joel proposed we include Vintage Car show

ADJOURNMENT : MOTION TO ADJOURN Andrew ,2ND Frank CARRIED