



UPTOWN KESWICK BUSINESS IMPROVEMENT AREA

AGENDA

Thursday March 29th, 2018 – 8:00am

Georgina Physiotherapy

Call to Order (Attendance): Corinne Ennis –Petal Pushers, Robyn Gibson–Twice As Nice, Sean Columbus– Town of Georgina, Angela Carr – Thomas Cooke, Andrea Hercun– Georgina Physiotherapy, Mario Martignani –Northern Appliance Parts & Service, Justin Zeilonko –God Bless Canada Café, Andrea McNeil – Keswick Veterinary Clinic, Leigh Felini –LF Bookkeeping

1. Minutes of Last Meeting:
2. Treasurer's Report :Leigh reported that we have approx. \$22,000 in the bank, 2017 Profit & Loss statements have been finalized and submitted to Town. \$1300 profit last year, thanks to the Harvest Festival. Outstanding accounts payable of \$200 for Weller Tree Services gift certificates.
3. Security : Tues Apr 17 Keller Williams building (Steve Peroff) on the Queensway. Police Rep making recce re security businesses. Mario suggested security meeting needs York Region housing rep and a town rep to attend.
4. "How To: Social Media Series presented by the Town (York Small Business Enterprise Centre) to be held at Stephen Leacock Theatre, May 2 and May 24. Free – but registration is required d/t limited space.
<https://www.yorksmallbusiness.ca/events/> or Call 1-877-464-9675 Xtn 71572.
5. Signage Strategy - information signboard to be placed at Parkette. Suggested we have signage at beach at end of Way's Bay to attract locals more than tourists.

6. Banners - being ordered by Cristina Liu, will have both Georgina 200 banners as well as UKBIA banners. Metal "banners" mentioned that are in Sutton at a couple locations.
7. Funding available for downtowns by AMO (Association Municipalities Ontario) Georgina to receive \$70,000 for Main Street revitalizations, to be divided amongst 3 BIA's. Town has guidelines for benches/garbage cans, bike racks, trees, light poles etc. Walk about :Sean will resend it to BIA
8. Robyn reported that she's been in touch with York Regional Tourism –Video tour – Robyn has submitted pictures of our area – there will be a video ad submitted as a promo. They are coming in May to film a segment for the Harvest Festival to be featured on "Festival Trail" (co-ordinated with the Town).
9. Next meeting we will focus on advertising, Andrea H to design ad for The Post, Robyn to look into pricing for Snap. Mario made a suggestion to all to decide what, where and how much their ad idea will cost (UKBIA group ad) for next meeting.
10. Leigh will email members and ask them to submit any security issues they have to start a database.
11. . Leigh suggested adding a food truck entity to our Harvest Festival

Next meeting Apr 26/18 at Georgina Physiotherapy Justin will bring coffee for next meeting – one business will sponsor coffee. Keswick Veterinary Clinic

Adjourn: **Resolution No. 123** Motion to Adjourn –Corinne, 2nd Andrea passed.