



UPTOWN KESWICK BUSINESS IMPROVEMENT AREA

AGENDA

Thursday June 14th, 2018 – 8:00am

Georgina Physiotherapy

Call to Order (Attendance): Andrea –Keswick Vet Clinic, Corinne – Petal Pushers, Dan – Town of Georgina, Leigh Felini – LFBookeeping, Andrea Harrison-Hercun –Georgina Physiotherapy, Justin Zielonko – God Bless Canada Café, Robyn Gibson –Twice as Nice, Tom Cooke – Thomas G Cooke Barrister & Solicitor, Mike Mendonca –Stretch Thrift, Dan Felini-Felinni Fine Wines, Sean Columbus – Town of Georgina?

1. Minutes of Last Meeting **Resolution No. 131** motioned to be accepted by Andrea M, 2nd by Andrea H, passed
2. Treasurer's Report : Director's liability \$864 owing. Balance \$22381.00, less \$500 cq to Music in the Streets.
3. Music in the Streets – promote your business (contact Connors if you'd like a street booth), giveaways, sidewalk sales, etc. Next Weekend.
4. Advertising – rates, postcards 4X8 1000 =\$102 plus artwork, 8.5 X 5.5 1000 = \$142 Robyn suggested concentrating our delivery efforts to certain areas. Ad committee will go ahead with postcard and mailing.
5. Harvest Festival –road closure, grant application, radio advertising, (liability) insurance for vendors? Sean looking into it –may be covered under Town. Radio advertising Corinne contacted KICX. 50 -30s Kicx, 20 spots on the Docks, website events, tent, 2 people live at event, for \$3000.00 –Value of \$7000.00.

Resolution No. 132 Motion to hire radio station by Mike Mandonca, 2nd by Dan Fellini, passed. Angela helping Robyn. Petting Zoo donating food sales to Shades of Hope. Festival Trail – Jason should be coming soon to film a clip for our Harvest Festival. – clip can be put on website. Connor's Music has been approached to help out with Music, Tammi Roberts as well? Clearwater Farms, Homestead Orchards.

Mobile Art –Paint night \$30 per person plus upcharge for food and drink. Possible Fundraiser. (Liquor permit \$75)

We've had input to make our festival more "harvest."

6. Executive Roundtable God Bless Canada open 7 days Tues-Fri open til 8, Georgina Physio –doing Live Facebook

"Tummy Time" , Dan suggested we donate to several charities we can get support from the town. Barber Shop has closed and is now available. Fellini has office space 400 sq ft for rent.

Sean –New summer student David Townshend in their department – assisting with admin and on site events. BIA

broshures are out. Field to Table on Aug 18, 2018 – Agritourism event where farms open up to allow viewing.

Georgina (Community) Snapshots – town publication focuses on the Town's strategic plan, York Farm Fresh – map/guide with passport with prize is now available (York region is distributing)

Banners are being repaired after windstorm, Planters have arrived.

7. Next Meeting -Aug 9/18 **Resolution No. 133 motion to Adjourn** Dan, 2nd Tom