



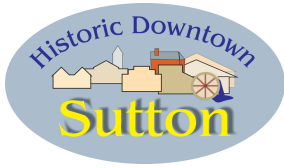
THE CORPORATION OF THE TOWN OF GEORGINA  
IN THE  
REGIONAL MUNICIPALITY OF YORK

**SUTTON BIA  
BOARD MEETING**

**MINUTES**

**November 20, 2018  
7:00 p.m.  
Address - TBD**

1. CALL TO ORDER  
Called to order 7:08pm
2. ROLL CALL  
Present: Greg Forrest, Peter Doern, Carolyn Crate, Frank Sebo, Christine McNeil,  
Sean Columbus  
Absent: none  
Regrets: Margaret Hyvarinen, Mary Schwab
3. INTRODUCTION OF ADDENDUM ITEMS  
**None**
4. APPROVAL OF AGENDA  
Peter moved to approve the agenda  
Greg seconded  
**carried**
5. DECLARATIONS OF PECUNIARY INTEREST AND GENERAL NATURE THEREOF  
**None**
6. ADOPTION OF THE MINUTES  
  
**Pages 4 - 10**
  1. Minutes of the Board meeting held on September 11, 2018  
Greg moved to adopt the minutes  
Carolyn seconded  
**carried**
7. SPEAKERS  
**None**
8. PRESENTATIONS  
**None**



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9. REPORTS

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

10. DISPOSITION/PROCLAMATIONS, GENERAL INFORMATION ITEMS

- (1) Disposition Items

**Page 11**

- (a) Treasurer's Report – Greg Forrest

Greg distributed the Treasurer's Report

The Board reviewed and discussed the report

Greg noted that Cheque 183 had been issued to Captured Seconds, but should have been written out to Jason Tojeiro instead; we've asked Jason to return Cheque 183.

BMO charges \$3/month statement fee

Greg moved to adopt Treasurer's Report

Frank seconded

**carried**

- (2) General Information Items

- (a) Festival on High 2018 Grant Report

Report has been submitted to and acknowledged by Cristina Liu at Economic Development Office

Sean looked at it and considered it relatively complete compared to other submissions

Town has sent data to Environics and received data back, town needs to analyze

Sean informed the board that York Region Festival Trail is using Festival on High as a case study for the effectiveness of Facebook boosts.

- (b) Festival on High 2019 – July 20, 2019

- a. Grant Application



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Has been received, but we have to gather and include quotes from suppliers

Max \$5K grant per event

Discussion of Budget

The board discussed sponsorship possibilities

Discussion: What are other BIAs doing to raise funds?

UKBIA: sponsorships and lots of Vendors

b. Road Closure

Approval from Town for Market Square, Market Street, High Street and guarantee of insurance

c. Road Closure – Region of York

To apply -- need traffic management plan from Stinsons

d. Stinsons

Have quote from Stinsons, will use them again this year.

The traffic safety plan itself doesn't change and comes at no charge.

\$2,300 fee is for sign storage, updating, set-up and take-down

e. Horse Drawn Wagon Rides - reserved

Booked: \$800 + tax = ~\$950

f. Inflatables

Contacted Cindy Bacchus of Reason to Celebrate re: quieter generators (don't have them) but hard-wired power supplies can work

Discussion: If we move Kids Zone to Market Square then we might be able to tap into power

g. Music/Entertainment

No action taken as yet

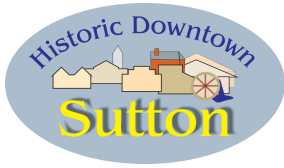
h. Sound Equipment

No action taken as yet

i. Stages

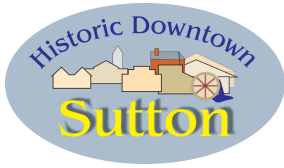
Two sets of stages delivered by Jason Kay at Sutton Agricultural Society

Jason said that he can deliver the stages on the morning of the festival. This would save a great deal of extra work on Greg and Jim's parts, who have stored and towed the stage pieces in the



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past.

- j. Portable toilets & handwashing stations  
Reserved and quoted on
- k. Radio Advertising – 98.5, 105.9, NISH  
Defer until closer to festival
- l. Print Advertising, Snap'd, Georgina Post, Georgina Advocate  
Defer until closer to festival
- m. Print materials – posters, flyers, map/brochure/event times,  
Sutton BIA passports  
Defer until closer to festival
- n. Give aways and prizes  
Defer until closer to festival
- o. Banners  
Defer until closer to festival
- p. Paid duty officers  
Will book soon
- q. St. John's Ambulance  
Contacted Carolyn for donation  
req'd \$300 but we sent \$400
- r. Auxiliary police  
Frank: Penny Cooper at District 3 is person to contact  
Sean is reaching out to them re: planning workshops for festival  
planners
- s. Fire department  
Carolyn to contact Taunya Zabielski
- t. Generators  
Look into closer to date  
Will need 1 additional generator for music
- u. Photo booth  
Barrie Photo Booth did a good job in 2018, will use again in 2019



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- v. Face painting  
Blue Leopard and Misty Flynn  
Budget will dictate whether we can use one or both
  
- w. Vendors  
We will be keeping vendor fees this year: no deposit  
Contact vendors in February  
Mary Schwab has passed the torch (and large file folder) to Peter
  
- x. Volunteers  
Defer until closer to festival
  
- y. Tents/chairs  
Defer until closer to festival
  
- z. Garbage cans  
Defer until closer to festival
  
- aa. Huts  
Defer until closer to festival
  
- bb. Talent show  
Defer until closer to festival
  
- cc. Volunteer rest station  
Defer until closer to festival
  
- dd. Kids' zone  
Defer until closer to festival

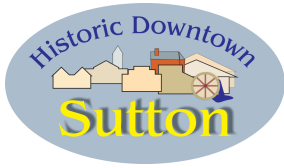
Other business

Discussion of Visitor Tracking/statistics:

EventBrite Registration?

Consensus that we can use a combination of online registration through EventBrite and tickets on-site to be entered into a draw.

- (c) Town Update – Sean Columbus  
Sign on Hwy 48: removed "visit our shops and restaurants" temporarily to replace a missing bolt.  
Development Rebate Program: businesses to expand in municipality



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existing location or build new location  
Rebate Program covers a lot of fees

Digital Main Street Grant program  
Through OBIAA and Gov't of Ontario  
Two streams: group and individual  
Individual  
1st come, 1st served  
2,000 x \$2,500 grants toward adopting new technology  
Application form at [digitalmainstreet.ca](http://digitalmainstreet.ca)  
BIA Stream: \$10K  
Town is working with York Region on joint application

Peter asked about whether there was a conflict of interest for him to reach out to membership as potential vendor for Digital Grant. Consensus among the board is that as long as there is full disclosure that he is also on Board of Directors, there is no conflict of interest

Sean attended OMAFRA conference  
Working with a street scape design standards consultant  
Analysis of the community through consultation with residents and business, and consumer surveys

\$70K available for some sort of street beautification across all BIAs

Discussion of what improvements can or should be made to High Street

Greg suggests that the funds could be put toward Ontario by Bike requirements, e.g. bike racks, washroom facilities

Econ Dev holding special workshops in 2019 at The Link  
Jan 17 6-9pm: Marketing and Promotions for Event Organizers  
Jan 31 6-9pm: Policy and Procedures for Event Organizers

Frank addressed the board re: merging and/or expanding BIA boundaries

Several JPBIA board members are stepping down

Discussion of directors insurance

Discussion of new pet project for High Street  
Christmas / Street Decorations?



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Discussion of Christmas Tree

Consider Insurance for Fountain  
Rider on Town Insurance?

Greg asked if Sutton BIA can get a secretary or avail ourselves of the town's committee secretary?

This would require us to hold our meetings at the Civic Centre.

Georgina Art Gallery has expressed an interest in participating in BIA in new year.

- (d) Fountain Update – Frank Sebo  
Fountain pulled and stored for winter  
Frank's not sure he and Frank Sr. can continue to be responsible for fountain maintenance.

Communications to be Received

- Pages 12 - 20**  
(e) Georgina's Economic Development Updates dated September 20, 2018  
**Page 21- 23**  
(f) OBIAA Professional Development Day – Sink or Survive (SOS) Emergency Preparedness October 29, 2018 At Sheraton Hamilton  
**Pages 24 - 32**  
(g) OBIAA Monthly Newsletter – October 2018  
**Pages 33 - 39**  
(h) Georgina's Economic Development Updates dated October 3, 2018  
**Pages 40 - 42**  
(i) October 11, 2018 email from Emmanuel Ray, OTEC re Complimentary CSR Training October 15, 22 & 29, 2018 at The Briars  
**Pages 43 - 46**  
(j) OBIAA Email dated October 15, 2018 – Digital Main Street Launches Grant Program  
**Pages 47 - 55**  
(k) Georgina's Economic Development Updates: Oct 17, 2018  
**Pages 56 - 57**  
(l) OBIAA Downtown Revitalization Coordinator Training – November 6 & 7, 2018, 35 Lindsay Street North, Lindsay  
**Pages 58 – 59**  
(m) Email Oct 29-18 from Sean Columbus re Register for FREE Branding and Storytelling Worksh on November 7, 2018 from 10:00 a.m to 12:00 p.m. on ventureLab, 3600 Steeles Ave, Markham  
**Pages 60 - 68**



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- (n) OBIAA Monthly Newsletter – November 2018  
**Pages 69 - 76**
- (o) Georgina's Economic Development Updates: Nov 2, 2018

Greg moves to receive correspondence  
Carolyn seconds  
**carried**

11. OTHER BUSINESS

Greg asked if the Treasurer's Report is posted on the website and, is it suitable to post an abridged report?

Treasurers Reports are not published on the town web site.

Town Council Inauguration at The Link Wednesday on Dec 5, 7pm to 10pm. Open to the public. Can we send a representative?

12. NEXT MEETING

January 15, 2019 @ 7:00 p.m.

13. MOTION TO ADJOURN

Greg moves to adjourn

adjourned 8:45pm