

2021 OBIA Annual General Meeting

Wednesday, January 27th, 2020 at 19:00

Via Zoom

Minutes

1. Meeting called to order at 7:00 pm
2. Attending: Board of Management: Joe Sammut, Troy Brett, Councilor Sherwood, Mike Beattie, Heather Hochmeister; **BIA Membership*** & Esteemed Guests including: Solicitor General Sylvia Jones, MPP Kyle Seebach, Mayor Brown, Deputy Mayor Macintosh, Councilor Post, Councilor Andrews, Councilor Peters, Councilor Taylor, Ed Brennan, Andrea McKinney, Ray Osmond, Ruth Phillips, Jennifer Gohn, Nandini Syed, Sharon Doherty, Sheila Duncan, Tara Clayton, Andrea Shaw, Lauren Tilly. *List attached.
3. No Conflict of Interest declared.
4. Attendance as above.
5. Chair's Welcome
6. Solicitor Jones' Welcome
7. MPP Kyle Seebach's Welcome
8. Mayor Brown's Welcome
9. J. Sammut presented a quick review of posted Zoom etiquette and AGM voting rules.
10. A. Scheel. OBIA GM presented the 2020 review.
11. J. Sammut presented the 2020 Preliminary Financial Report, 2021 Budget and an overview of plans for 2021.
12. Question Period – as per attached Zoom Chat read-out.
13. **Moved by T. Brett, M. Beattie** **Carried.**
Motion to accept the 2020 Preliminary Financial Report as presented and to transfer the 2020 annual surplus to BIA reserves.
- Moved by T. Brett, D. Sherwood** **Carried.**
Motion to accept the 2021 Budget of \$568,594 including a BIA Levy of \$460,000, other revenue of \$17,000 and a contribution from reserves of \$91,594
14. **Moved by J. Sammut**
Motion to Adjourn 8:47 pm

Member Name	Title/Job Position	Business	In Attendance
Adam Ward		Country 105	Y
Alison Scheel		BIA	Y
Andrea McKinney	GM, Corp Services	Town Council	Y
Andrea Sammut	Owner	Mortgage Architects	Y
Andrea Shaw	EA	Town Council	Y
Andy Macintosh	Deputy Mayor	Town Council	Y
Bill Adler	Owner	Glasscraft	Y
Bill Boshart	Marketing	Bayshore Broadcasting	Y
Bruna Zarlenga	Owner	The Village Refillery	Y
Cara Ware		BIA	Y
Christine	Owner	Kamelyan Window Coverings	Y
Christine Patton	Owner	Fromage	Y
Debbie Sherwood	Council / Board of Mar	Town Council	Y
Debbie Sherwood	Councillor	Town Council	Y
Dina Arduini		Bell	Y
Ed Brennan	CAO	Town Council	Y
Evangeline	Owner	Moguls in Mocean	Y
Frank Sr. & Penny Grey	Property Owner	Frank Grey Holdings	Y
Gary		BIA	Y
Grant Peters	Councillor	Town Council	Y
Heather Hochmeister	H&R Block/ Board of M	H&R Block	Y
Ingrid Watt	Development Manager	Theatre Orangeville	Y
Jennifer Gohn	Manager, HR	Town Council	Y
Jess White	Owner/Partner	Green Monkey Creative	Y
Jill Sproule	Owner	Sproule's Emporium	Y
Joan	Owner	Dragonfly Arts	Y
Joe Andrews	Councillor	Town Council	Y
Joe Sammut	Owner	Mortgage Architects	Y
Julia Grys		BIA	Y
Julie Thurgood-Bennett	Owner/Partner	Green Monkey Creative	Y
Keirstyn Eric	Owner	Wicked Shortbread	Y
Kim Van Ryn	Owner	Branching Out Support Services	Y
Kyle Seeback	MP	MP	Y
Lauren Tilly	Library	Town Council / Orangeville Librar	Y
Lavinia Trask	Sylvia Jones' Office	MP	Y

Lisa Post	Councillor	Town Council	Y
Lois and Terasa Sappi	Property Owner	175 Broadway	Y
Luis Chacin Vera		Carters Professional Corp.	Y
Marlene Black	Principal	Orangeville Insurance Services	Y
Michael	Owner	Broadway Music	Y
Mike Beattie	Owner	Taphouse Craft Beer + Kitchen	Y
Nandini Syed	Treasurer	Town Council	Y
Nicole Robins	Kyle Seebach's Office	MP	Y
Patricia Lamarche		Adecco	Y
Patricia Sproule White	Owner	PSW Law Office	Y
Ray Osmond	GM, CMS	Town Council	Y
Rick & Michelle	Owners	Bluebird Café	Y
Ricky Schaede	Employee	Maggiolly Art Supplies	Y
Ruth Phillips	Manager, Econ Dev	Town Council	Y
Sandy Brown	Mayor	Town Council	Y
Sarah Wick	Owner	Edelweiss Skin	Y
Shannon Syme	Store Manager	Bell	Y
Sharon Doherty	Manager, Recreation	Town Council	Y
Sheila Duncan	Communications Manager	Town Council	Y
Sheila Duncan	Manager, Communication	Town Council	Y
Shelley		GoYoga	Y
Stephanie Brooks		Flaunt Hair Salon	Y
Stephen Monaghan	Owner	Wealthcare Group	Y
Susan Reynolds	Tourism Co-Ordinator	Theatre Orangeville	Y
Sylvia Jones	MP	MP	Y
Tammy Hillman	Owner	Finders Keepers	Y
Tanya Cameron		Hear Well, Be Well	Y
Tanya Frew		Pottery Parties Studio	Y
Tara Clayton	Manager, Public Works	Town Council	Y
Taylor		GoYoga	Y
Teddy Lovisotto	Property Owner	Johnsvale Construction LTD	Y
Terry Carter	Owner	Carters Professional Corp.	Y
Todd Taylor	Councillor	Town Council	Y
Troy Brett	Owner	Mochaberry	Y
Veronica Cvet	Owner	Readers' Choice	Y

01:39:41 Grant Peters: enterprise

01:42:09 Tara Clayton (she/her) Town of Orangeville: Halloween display was awesome

01:46:01 Kim: Branching Out Support Services: Polar Bears are super fun! Our participants loved the bears!

01:47:35 Ruth Phillips: The Task Force is doing a great job

01:47:42 Julia Grys - Member Ambassador: Thank you Kim and Tara!

01:48:06 Julia Grys - Member Ambassador: Thank you Ruth!

01:48:24 Joe Andrews: Great work here. Wow!

01:48:51 Julia Grys - Member Ambassador: Thank you Joe!

01:51:43 Sharon - Town of Orangeville: I love the social media Downtown Orangeville Facebook page. Very well done.

01:52:21 Julia Grys - Member Ambassador: Thank you Sharon!

01:52:26 Kim: Branching Out Support Services: Market vendors did AMAZING this year.

01:53:27 Michael Broadway Music: stopping the dumb bus terminal was a great help preserving parking downtown...

01:54:23 Mike Beattie - Taphouse Craft Beer + Kitchen: Thank you to the town and counsel for making sure that bylaw officers weren't ticketing vehicles when businesses were able to open

01:57:56 Ray Osmond: We really appreciate our ongoing collaborative efforts and we appreciate the support of the BIA and all your members!

01:58:35 Julie Thurgood-Burnett: I think every business did an amazing job and Alison, Julia and Cara did an outstanding job this past year.

01:59:42 Troy Brett-Mochaberry Coffee: Very much appreciated the towns support in expanding the patio's!

02:00:07 Shelley Wishart: What happened to the walking Broadway thing? I understand it was voted down. Is that a possibility in the future?

Verbal Answer: Alison - Covid restrictions on crowd sizes and multiple entry points made this too challenging to manage but we hope we can experiment with this in 2021.

02:03:46 Mike Beattie - Taphouse Craft Beer + Kitchen: The film shoot and construction on Broadway was a big factor as to why it wasn't an option as well

02:04:08 Mike Beattie - Taphouse Craft Beer + Kitchen: Sorry, construction on Little York

02:00:53 Kim: Branching Out Support Services: Alison and team ROCK. Huge thanks.

02:01:47 Tara Clayton (she/her) Town of Orangeville: together we can do anything we put our minds to

02:02:24 Shelley Wishart: The leadership shown by the BIA on the downtown e-shopping site was excellent!

02:08:04 Veronica Cvet: I want to thank the Board and Administration on behalf of the Task Force for your full support and bringing our ideas to fruition.

02:10:37 Michael Broadway Music: are there any more details on the details/farmers market/task force line?

Verbal Answer: Alison - task force budget was increased by their 2020 surplus with the hopes things improve. Promotions line was removed from Farmers Market budget but if things improve and we can add promotional activities to the market, we can use funds from the Covid recovery line to help pay for this

02:12:04 Christine: Why did the Blade Sign Grant Program see a decrease in 2021 vs 2020 as this is the year of initial launch.

Verbal Answer: Alison - 2020 budget line included other items which were moved in the 2021 budget so the budget for the program was actually increased a little bit. It can be increased as deemed necessary by the Board.

02:12:39 Michael Broadway Music: the question was the farmers market/task force line

02:12:48 Michael Broadway Music: not covid relief, which makes sense

02:13:39 Michael Broadway Music: so farmers market is similar to previous year

02:15:29 Michael Broadway Music: in a year where we are still gated by covid shutdowns does it make sense to increase the task force expenditures?

02:17:15 Shelley Wishart: Also, when we're ready to open, we need to WOW.

02:17:18 Michael Broadway Music: so leave it out and decrease the tax burden

Verbal Answer: Joe - Reducing the levy would give the large corporate properties the biggest break and very small savings for small business owners or individual property owners. Our members need our help now more than ever. It would be difficult to raise the levy again afterwards.

02:18:11 Michael Broadway Music: you have 91 thousand dollars surplus. You don't need to go back to where we once were

02:22:18 Veronica Cvet: We need to create activities throughout the year instead of a few events that are seasonal and last for a day or two. We need to be more creative in creating an on going experience. We want business owners also to be involved by creating activities that we can support and fund that will draw people to our town.

02:23:03 Michael Broadway Music: sign me up

02:24:56 Veronica Cvet: Are you going to approach a company to help in branding?

Verbal Answer: Alison - Branding is part of the Town's new tourism strategy and we think it makes sense to work with the Town on this project

02:24:59 Christine: Thank you

02:25:03 Christine: Yes

02:26:34 Veronica Cvet: Yes

02:27:51 Veronica Cvet: Has to board considered talking to Roger Brooks.

02:32:38 Veronica Cvet: Bernie was the best.

02:33:02 Julia Grys - Member Ambassador: That was great!

02:34:03 Christine: What are the 1 hour free marketing consultations about?

Verbal Answer: Alison - the BIA has been offering free one hour marketing consultations with Green Monkey since the spring and this offer is ongoing.

02:35:28 Ruth Phillips: Our SBEC is also offering free specialized virtual consultations that all BIA members can access

02:41:40 Sharon - Town of Orangeville: windows were beautiful

02:42:35 Debbie Sherwood , Councillor, BIA Board Member: Broadway was very pretty this year, thanks to those business's that prettied up your store fronts

02:42:35 Lisa Post (She/Her): Congratulations! The windows were ALL beautiful! It brought such an incredible vibe to the downtown core!

02:42:48 Shelley Wishart: Thank you!! The windows were all beautiful! Downtown was magical.

02:42:51 Julia Gryl - Member Ambassador: Congratulations everyone!!!

02:43:00 Mike Beattie - Taphouse Craft Beer + Kitchen: Woohoo!!

02:43:13 Jess White: Congrats everyone!!

02:43:37 Mike Beattie - Taphouse Craft Beer + Kitchen: I'm gonna hire Joe to do radio commercials from now on, hahaha

02:45:30 Louis Sapi: i agree with Joe. The BIA staff did a tremendous job. thank you.

02:46:24 Shelley Wishart: Yes--good job!!

02:48:46 Lisa Post (She/Her): I would like to thank everyone so much for all of your hardwork and contribution to our amazing community! 2020 was a challenge and all of you showed innovation and excellence! I apologize but I need to leave for another scheduled event and I look forward to seeing all of you (hopefully in person!) soon! Stay safe and healthy!

02:48:57 Cara - OBIA Admin: ambassador@downtownorangeville.ca

02:49:05 Cara - OBIA Admin: administrator@downtownorangeville.ca

02:50:24 Louis Sapi: Great job everyone. thank you to all of the volunteers

02:52:06 Lavinia (MPP Sylvia Jones): Lavinia still here for MPP Sylvia Jones. Sylvia invites anyone with questions about provincial programs and business supports to email sylvia.jonesco@pc.ola.org or call 519-941-7751.

02:52:14 Tara Clayton (she/her) Town of Orangeville: Thank you

02:52:22 Joe Andrews: Congratulations on a very positive AGM. Looking forward to getting back together in person soon.

02:52:23 Shelley Wishart: Thank you!! Have a good evening everyone!

02:52:29 Kim: Branching Out Support Services: Thank you SO much for the awesome treat bags too!!!!

02:52:32 ♦Tricia Lamarche: Thank you everyone

02:52:44 Tara Clayton (she/her) Town of Orangeville: good night all

02:52:44 evangeline: Thank you to everyone

02:52:44	Lauren-Orangeville Public Library:	Thank you - wonderful updates. Thank you BIA staff and board for all you do.
02:52:45	Debbie Sherwood , Councillor, BIA Board Member:	Thank you BIA staff for a great job on this virtual AGM,
02:52:46	Veronica Cvet:	Thanks for dinner. It was a great idea
02:52:49	Heather Hochmeister:	Excellent presentation. Thank you Joe and Alison
02:52:56	Ruth Phillips:	Great job Joe and Alison. Thanks very much
02:52:59	Sharon - Town of Orangeville:	Great AGM.Thank you for the invitation. cheers.
02:53:00	Andrea McKinney (she/her):	Thank you, great work!
02:53:07	Luis - Carters Law:	Thank you BIA board and staff!
02:53:14	joan Dragonfly:	thank you So much great
02:53:15	Ray Osmond:	Thank you all, great work!
02:53:15	Veronica Cvet:	Stay safe
02:53:18	Mike Beattie - Taphouse Craft Beer + Kitchen:	Great job! Thank you
02:53:21	Rick & Michelle Arsenault - Bluebird Cafe & Grill:	Great job everyone!,,
02:53:27	Rick & Michelle Arsenault - Bluebird Cafe & Grill:	thank you
02:53:35	Rick & Michelle Arsenault - Bluebird Cafe & Grill:	Good night
02:54:35	Christine:	Good to see you Marlene