

Historic Downtown Bowmanville Business Centre (BIA)  
Board of Management Meeting Minutes

Wednesday October 28, 2020; 5:30pm

Virtual – Special Meeting

Present: Edgar Lucas, Chair  
Laura Holmes, Secretary  
Gerri Lucas, Treasurer  
Justin Barry  
Cathy Holmes  
Carrie Hooper  
Ron Hooper  
Erin Kemp

Absent: n/a

Councillor Hooper requested this special meeting of the Board to focus on time-sensitive decisions related to the upcoming holiday season.

The meeting was called to order by the Chair.

**1. Business**

(a) Remembrance Day

L. Holmes proposed that 'Lest We Forget' posters be distributed to businesses to place in front windows since poppy campaign donation boxes will not be distributed due to COVID. Two design options were presented. It was recommended that the BIA donate to the poppy fund.

Moved by G. Lucas, seconded by J. Barry

THAT design option 1 be selected for posters to be delivered to each downtown business  
THAT a donation of \$500 be made to the Canadian Legion poppy fund

CARRIED

(b) Girls' Night Out

Concerns have been raised by some business owners about promotion of an event that could draw crowds. There is also anecdotal evidence that some businesses have had line ups recently and an event could worsen this. With Durham Region on the watch list for returning to a modified stage 2 restriction it may be ill-advised to plan for an event that could be cancelled anyway.

E. Kemp previously proposed a virtual event but upon further consideration believes that this would be logistically difficult.

Girls' Night Out is officially cancelled for 2020.

(c) Standard Holiday/Winter Decisions

Moved by L. Holmes, seconded by E. Kemp

THAT the following items be arranged, as per previous years; installation of lights and ornaments on tree at BMO, installation of winter banners, order of large winter planters for intersection corners, ringing of bells at St. Johns Church, booking of carollers

CARRIED

(d) Shooting Star Light Pole Decorations

The Chair states that the height needs to be adjusted by 2 feet to avoid collision with trucks/buses. Adding length to the star would cause instability. The bracket cannot be raised owing to shape of the light pole. The Chair was able to tap the bracket sideways on the pole in front of Abernethy's Paint so that the star would be on an angle but not extend too far into the roadway. This star will be a trial to determine if this is a suitable solution. If acceptable, the brackets will need to be re-installed on an angle.

The Chair will report back.

(e) 4x8 Signs Design Selection

Two design options were presented. There was discussion to keep branding consistent with event signage that the website should be displayed.

Moved by J. Barry, seconded by C. Hooper

THAT option 2 be selected with the addition of the website at the bottom  
THAT the five signs be installed after Remembrance Day

CARRIED

(f) Hanging Winter Baskets

Quotes were presented by Van Belle's and The Willow Branch. Rekkers Gardens declined. Van Belle's has supplied baskets in past years. There is a strong sentiment among some board members that supporting a local BIA member business whenever possible should occur. There were some concerns raised about the ambiguity of the pricing and the unclear ability to acquire supplies in the quote presented by The Willow Branch. A suggestion was made that both vendors be asked to provide a sample for review.

Councillor Hooper requested that the Chair and the Treasurer abstain from the vote, owing to conflict of interest related to business arrangements with The Willow Branch

Moved by J. Barry, seconded by E. Kemp

THAT the contract be awarded to The Willow Branch on the condition they can meet a delivery timeline of November 12 at a maximum price of \$55 per basket

THAT the baskets be installed following Remembrance Day

CARRIED

(g) 12 Days of Giveaways

Informal feedback was received from select business and all asked were supportive of the idea of partnering on the gift card giveaway. Having engaged business partners will help with promotion of the giveaway. Asking the business to provide an in-kind donation will allow the BIA to redirect some funds to charitable organizations.

Moved by C. Holmes, seconded by J. Barry

THAT all businesses in the BIA be offered the option to participate in this giveaway, where the BIA will fund 75% of the purchase of a \$100 gift card from the participating business and the business will provide the remaining 25% as an in-kind donation, up to maximum of 60 gift cards with no more than one per business

THAT the BIA will match the business in-kind donation as a donation to local charity or charities (benefactors to be determined)

THAT the 12 Days of Giveaways will be a contest run on Facebook and Instagram from December 1-12

THAT the contest be advertised by the BIA, participating businesses, and Clarington Tourism and may include posters, newspaper, and radio, in addition to social media promotion

CARRIED

(h) Charitable Partnerships

Typically the BIA is able to provide support to local charities through monetary donations from Santa photos and offering food and toy drives at Moonlight Magic. Consideration should be given to how the BIA could partner or support these organizations this year.

(i) Alternatives to Santa Photos

Traditional Santa photos are not possible this year, so an alternative should be sought. There was some discussion on whether a photographer should be hired or whether photos should be self-serve this year. Consideration should be given to ensure social distancing. Several options for displays were presented including benches, and large lighted décor items. Concerns were raised about sanitization of benches, and value for price for several of the items. Commissioning a holiday display was suggested. Another suggestion was made to have a backdrop either painted or printed. These options would allow families to take their own photos. There was also discussion about placement of the photo scene/backdrop and whether BMO would give permission for this on their property.

The Chair asked that more information be collected and presented at the next meeting.

(j) Décor for Downtown

With the cancellation of the tree-lighting ceremony there is a desire to put extra effort into decorating the downtown to create a drive-thru attraction. Several options for lighted displays including 24" LED snowflakes and large archways were reviewed. Options for lit

and unlit garlands were presented. Hiring a company to install lights on trees on King St was suggested.

Moved by G. Lucas, seconded by J. Barry

THAT one sample 25' silver garland be ordered and be installed as a trial on the light pole in front of SCRUB'n and feedback collected

THAT quotes for lighting install and more information/options be presented at the next meeting as these are time-sensitive decisions

CARRIED

(k) Clarington Tourism's Holiday Shop Local Campaign

Moved by E. Kemp, seconded by C. Holmes

THAT Tourism be asked to promote the 12 Days of Giveaways as part of their campaign

CARRIED

(l) Video Conferencing Account

All free and trial offers have been exhausted so purchase of a plan is required to allow meetings to proceed without time limitations.

Moved by G. Lucas, seconded by J. Barry

THAT the Secretary will purchase a video conferencing plan prior to the next meeting

CARRIED

## **2. Adjournment**

Councillor Hooper expressed sincere thanks to everyone for attending this special meeting of the Board and congratulated everyone on the amount accomplished.

Moved by C. Holmes, seconded by L. Holmes

THAT the meeting adjourn.

CARRIED

The meeting adjourned at 7:36pm.