



ABIA Board Minutes
Aug 1st, 2024
7:30 a.m.

Alliston Business Improvement Association Office
51 Victoria Street East, Alliston In Person/Zoom

Members Present:

Lachlan McGurk, Chair	Alicia Regier, Vice Chair
Mike Jerry, Director	David Grossi, Director
Ben Carnovale, Director	Lisa Culmone, Director

Members Absent

Kim Lyon, Treasurer, Councillor Chris Rapin, Councillor Paul Foster, Sandra Lambie, Director

Staff

Miranda Campbell Office Coordinator

Guests

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Confirmation of Agenda

2024-01- **Motion-** to confirm the agenda as circulated.

Moved by Vice Chair Regier
Seconded by Director Jerry

CARRIED

Disclosures of Pecuniary Interest - NIL

Adoption of Minutes

2024-02- **Motion-** to confirm the April ABIA Board of Management minutes as circulated.

Moved by Director Jerry
Seconded by Vice Chair Regier

CARRIED

Opening Remarks

Chair McGurk welcomed all board members.

Project Updates

- **2 hr Parking Update** – estimated to happen next year with an increase in signs and clear and concise signage.
- **Mural Update-** Goal date for installation is next week (Thursday Aug 8th) before the Street Festival.
- **Edison Lighting Project** – RFQ (site review, conceptual design, best practise) is estimated to be ready this week to send to consultants for quotes to be provided end of August.

Treasurer's Report

- **Monthly Management Report**

Events

Potato Festival –

- Food Vendor increase is up by 100%
- Craft & Product Vendors is increased by 350%
- Non-Profit is increased by 170%
- Business Services is increased by 325%

ACTION- Send mass email to merchants listing event increases with notice that this year the event is BIG!

- Monster Mash and Christmas Crawl, planning is to start after Potato Festival.

ACTION- Annual wreath purchase is to be communicated merchants any additional not claimed is to be sold at the Christmas Crawl.

Marketing

- Hide Lovely at Potato Festival with a “Win a \$300 gift Certificate”

ACTION- Create a display to post at the booth and on Instagram during the Potato Festival

New/Other Business-

- Banting Highschool site selection and impact to Businesses in Downtown Alliston

ACTION- Docket for Council Meeting

The meeting was adjourned at 8:35 a.m. Moved by Vice Chair Regier and Seconded by Director Carnovale

CARRIED

Lachlan McGurk

Chair Lachlan McGurk