



Alliston BIA Board Minutes

June 16th, 2026

6:00 p.m.

**Alliston Business Improvement Association Office
51 Victoria Street East, Alliston**

Members Present

Alicia Regier, Chair	Michelle Rakowski, Director
Ben Carnovale, Vice Chair	Chris Rapin, Councilor
James Griffiths, Director	

Members Absent

Kim Lyon, Treasurer	Lisa Culmone, Director

Guests

Veronika Kremza, Office Coordinator	Lisa Woolsridge
Jordan	Jasmine Daniels
Laryssa Wooly	Terri Jerry

Disclosures of Pecuniary Interest – NIL

Confirmation of Agenda

2025-01- **MOTION**- to add Road Resurfacing to the agenda and confirm as circulated.

Moved by Director Griffiths
Seconded by Director Rapin

CARRIED

Adoption of Minutes

2025-02- **MOTION**- to confirm the May ABIA Board of Management minutes as circulated.

Moved by Director Griffiths
Seconded by Director Carnovale

CARRIED

Opening Remarks

Chair Regier welcomed all attendees to the meeting and expressed appreciation for your time and participation.

As a standard procedure, as all guests are welcomed to ABIA meetings, we kindly request that all questions and comments be held until the end of the meeting.

Chair's Report

Walk-through

Earlier this month, the ABIA and the Town of New Tecumseth conducted a walk-through on Victoria Street to inspect the infrastructure and planters. During this visit, we discussed the process for implementing necessary upgrades and ongoing maintenance.

Action: Veronika to follow up on the report.

Speaker Series

The ABIA is considering creating a resource guide for business owners to find resources on different topics.

2025-03- **MOTION-** The Alliston BIA is to dedicate a budget to create an event where to reign in vendors to provide services for the businesses in the fall/winter season

Moved by Director Rakowski
Seconded by Councilor Rapin

CARRIED

Shopping Event

The ABIA is looking to implement a shopping event during the winter season. The Goal is to encourage the Local hospital employees (and surrounding big businesses) to support our downtown businesses. To drive participation, a contest or a shopping passport program may be collaborated on this initiative.

Posting Outside of our Catchment Area

Social media will continue to be used for the promotion of our members and member events/member related posts as long as it directly promoted an ABIA member.

Treasurer Report

Treasurer Lyon was unable to attend the meeting and Director Griffiths updates the board on the monthly budget report.

As always budget can be requested through the ABIA office.

Council Report

Road Surfacing Update

Town of New Tecumseth will provide an updated report regarding schedules and procedures along with a direct contact number after their meeting with the contractor. July is set to have sidewalk and curb work done.

Policy

Update

A new policy draft has been circulated to the Board for review. The new policy is a mixture of old and new practices. The Board is to review the policy and come with questions, if any, to finish the draft agreement. Once the Board has reviewed and agreed on the updated policies, the document will be sent to the Town for approval. The ABIA will continue to review the policies, potentially in a separate meeting if needed.

Meeting Request Procedures

An official procedure will be put in place for future meeting requests to allow efficiency. Michelle and Veronika will circulate ideas on process for meetings with members.

Marketing

New Kid on the Block Campaign

New social media campaign has launched and will be monitored for growth and interactions.

Survey Update

Survey is still being circulated to members.

Drone Video

The Board will continue to research and discuss a promotional drone video to highlight the Downtown area.

Office Report

Storage Container

Action: Veronika to follow up regarding the placement of the storage unit.

Update: Social Media Stats

Social media is continuing to climb and improve engagement and followers.

Pole Lights Project

Welding is complete and will be going to paint. Veronika and Ben will do a walk through for street light placement.

2026-04 **Motion** to adjourn

Moved by Director Carnovale



Chair, Alicia Regier