

NOTICE

This meeting will be held as an electronic meeting with Members of the Board participating virtually. In-person attendance at this Bolton Business Improvement Area Meeting is not permitted.

To listen to the meeting, please call 1-833-311-4101 and enter the following access code, followed by the pound (#) key: 2631 016 2265#. If you would like to register to delegate or have questions or comments regarding items on this agenda, please contact Council & Committee Services by e-mail to agenda@caledon.ca or by phone at 905.584.2272 ext. 2366. Please advise us if you require an accessibility accommodation to participate in the meeting.

CALL TO ORDER

DECLARATION OF PECUNIARY INTEREST

CONFIRMATION OF MINUTES

March 16, 2022 Bolton Business Improvement Area Meeting Minutes

INTRODUCTION

Introduction of New Board Member – Daniela De Abreu

REGULAR BUSINESS

1. Future Board Meetings
 - a. In-Person or Virtual Method
 - b. Start time of Future Meetings
2. Bolton Summer Market
3. STEP's Public Art Program – Draft Agreement
4. Taste of Bolton
5. Treasurer's Report

CLOSED SESSION

1. Personal matters about an identifiable individual – Selection of Local Artist

UPDATES

1. Gazebo – Site Agreement
Verbal update from Chair J. Carberry
2. Midnight Madness
3. Winter decorations and lights
4. Plans for Bicentennial celebrations
5. Downtown Bolton Revitalization Task Force and Working Group
6. Rewards Program - Gift Cards

ADJOURNMENT



I HEART MAIN STREET PARTICIPATING BIA AGREEMENT

The purpose of this document is to outline cooperation between **STEPS** and the **Downtown Bolton BIA**:

as it relates to the BIAs participation in the **I HeART Main Street**, with activities beginning **February 2022 and continuing through May 31st, 2022**, including prize allocation and promotion periods.

As part of our COVID-19 pandemic recovery programming, STEPS has launched I HeART Main Street Art with goals to:

- **activate** Ontario's main streets in collaboration with local artists
- **attract** new customers to local businesses through creative street animations
- **strengthen** relationships between BIAs and the creative community
- **create** new public art and activations that reflect local communities
- **inspire** a sense of belonging and resiliency at a time of physical distancing
- **support** local residents in feeling safe while engaging with their community in public spaces

AGREED UPON ROLES AND RESPONSIBILITIES:

STEPS	BIA
<ul style="list-style-type: none"> ● Support BIA in identifying placemaking opportunities and developing I HeART Main Street activations, to a maximum of five (5) staff hours. ● Liaise with BIA to confirm activation site location and requirements. ● Identify and present a shortlist of artists to BIA for partnering on realizing I HeART Main Street activations. ● Liaise with shortlisted artists to confirm availability/interest in activations. ● Provide an artist contract that outlines roles and responsibilities for each project partner (BIA, Artist and STEPS). ● Introduce the BIA to Artist(s) who together will develop an activation work plan. STEPS WILL NOT manage activation coordination, material orders, or transport of materials. ● Provide a maximum of \$1,000 CAD in artist fee subsidies directly to the selected artist(s), should the BIA engage a STEPS identified artist or a BIA identified BIPOC (Black, Indigenous, People of Colour) artist. Artist fee subsidies must not exceed \$500 per artist. STEPS will only provide 	<ul style="list-style-type: none"> ● Provide STEPS with BIA social media handles/hashtags/links; logo; catchment area images; local public art images/locations by March 31st, 2022. ● Participating in a minimum of one (1) coaching call with STEPS staff to develop I HeART Main Street activations, the first of which must take place on or before March 31st, 2022. (Completed) ● Provide STEPS with activation details including activation site, collaborating Artist(s), description, anticipated completion date, and resources the BIA is contributing no later than March 31th, 2022. ● Manage all activation coordination, material orders, or transport of materials. ● Facilitate material purchases and transport unless otherwise agreed upon in writing directly with the Artist. ● Liaise with Artists to produce no less than one (1) Activation - as outlined in this Agreement on or before May 31st, 2022 (<i>confirmed following initial project meetings with STEPS</i>). The BIA agrees

<p>artist fee subsidies if artists are being adequately compensated for their work.</p> <ul style="list-style-type: none"> ● Administer the full artist fee payment directly to artists following the completion of Activations. ● Invoice the BIA for the total artist fee, minus the subsidy (max. \$500 per artist). ● Provide a documentarian honorarium for a local artist to capture high-quality photo and video content of the final activations. ● Provide for I HeART Main Street signage for Activation site recognizing Artist, STEPS and I HeART Main Street Partners. ● Develop a social media and promotional schedule for activations, which will be shared in advance with BIA. ● Feature the BIA in a minimum of three (3) Instagram stories about activations. Additional promotional opportunities may exist through Instagram posts and organizational newsletter features. ● Acknowledge BIA as an I HeART Main Street participant when photo documentation is used. ● Facilitate I HeART Main Street prize selection process, for which activations will be considered. 	<p>to work fully with the Artist(s) to ensure the success of Activations by providing access to space, agreed-upon materials and necessary introductions, as needed.</p> <ul style="list-style-type: none"> ● Coordinate activation site access, including clearly communicating any health and safety requirements to Artist(s) ● Make payment for total artist fees, minus the subsidy (max. \$500 per artist) directly to STEPS within 30 days of receiving the invoice. ● Agree to share a minimum of three (3) stories and one (1) post (if on Instagram and/or Facebook) and one (1) tweet (if on Twitter) per Activation ● Agree to tag STEPS (@STEPSPublicArt) in the photos and use the following hashtags on all social media posts in the captions; #STEPSPublicArt #STEPSPublicArt #RBCEmergingArtists #MainStreetArtChallenge #ShowLoveTO #TOArtsTogether as well as tag the Artist(s) if on social media platform (handle TBC) ● Recognize the support provided by STEPS in all social media, online posts or impact reports that feature activation using the following language; <i>This project is/was supported by STEPS Public Art as part of I HeART Main Street.</i> ● Understand that the Artist, STEPS, and Partners (including RBC Royal Bank, City of Toronto, Canada Council for the Arts, Ontario Arts Council) will be recognized at the Activation site. ● Grant permission for STEPS to adjust/alter BIA-provided images or text to fit within promotional templates. ● Grant permission for STEPS, Artists and Partners to use documentation of Activations to promote their own programming/services.
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