



Bolton Business Improvement Area Meeting Minutes
Wednesday, May 18, 2022
2:30 p.m.

Electronic Meeting

Members Present:

Chair: J. Carberry (remote)
D. De Abreu (remote)
B. Gnida (remote)
S. Hoppler (remote)
O. Rudnitsky (remote)
J. Sodhi (remote)

Administrators Present:

L. Loucaides (remote)

Town of Caledon Staff Present:

Officer, Economic Development: S. Dolson (remote)
Deputy Clerk, Council and Committee Services: J. Lavecchia (remote)
Manager, Economic Development: J. Schildroth (remote)

Regrets:

R. Teskey (absent)
V. Teskey (absent)
Councillor A. Groves (absent)
Councillor T. Rosa (absent)

CALL TO ORDER

Chair J. Carberry called the electronic meeting to order at 2:40 p.m.

DISCLOSURE OF PECUNIARY INTEREST

None.

APPROVAL OF MINUTES

Moved by: B. Gnida

That the Minutes of the Bolton Business Improvement Area Meeting held on April 20, 2022, be approved.

Carried.

PRESENTATION

Partnership Opportunity and the Future Use of the Humber River Centre

J. Schildroth provided a presentation outlining the various ways in which the Town can collaborate with the BIA and the Chamber of Commerce. He highlighted the four main priority areas within the Economic Development Strategy for 2020-2030 including a focus on the entrepreneurial and small business community, business retention and growth, improve quality of place, and enhance investment readiness.

He inquired if the BIA would be interested in being a partner in the 'Launch Pad' program. He highlighted the mutual benefits and how this program would align with the Town's Economic Development Strategy.

Members of the Board asked questions and received a response from Mr. Schildroth.

REGULAR BUSINESS

1. Canada Day 2022 – A South Asian Celebration

J. Sodhi advised that a Canada Day celebration will be held at the Brampton Fairgrounds. He indicated that Caledon's South-East Asian community is growing and this event is to highlight a celebration of Canada Day and the inclusiveness of other cultures. He requested that Members of the BIA promote this event.

Members of the Board asked questions and received a response from Member Sodhi.

2. Rewards Program – Gift Cards

Chair J. Carberry advised of a local company that offers a rewards program. She is meeting with the company next week and will provide an update to the Board at their next meeting.

3. Audited Financial Statements for 2021

Moved by: B. Gnida

That the Audited Financial Statements of the Bolton BIA for the year ending December 31, 2021, be approved.

Carried.

4. Bicentennial Celebrations – Promotion of the BIA in the Caledon Enterprise

Chair J. Carberry forwarded the proposal to promote the bicentennial celebrations in the Caledon Enterprise to Members of the Board noting the charges for full page and half page advertisements.

Members of the Board consented to a half page advertisement.

5. Website and Social Media Report

L. Loucaides provided an update on the social media and website presence for the BIA. He outlined that there is consistency with engagement, comments, shares and new followers. Mr. Loucaides advised that the BIA is most active platform is Instagram with an increase in followers. He highlighted that the increase in BIA events has drawn people to visit the website which has improved the website and social media analytics.

Members of the Board asked questions and received responses from Mr. Loucaides.

UPDATES

1. Flowers in Downtown Bolton

S. Hoppler advised the Board that the flowers have been ordered and that she is seeking volunteers in June to assist with beautifying the downtown core.

2. Midnight Madness

D. De Abreu provided the Board with an update.

Chair J. Carberry advised that Councillor Groves is actively working on road closures.

3. Bolton Summer Market

Chair J. Carberry advised that the Market Manager has committed vendors for all of the days that the market is running.

4. Winter Decorations and Lights

Chair J. Carberry advised that the BIA is going to have the decorations removed.

B. Gnida advised that the winter decorations are being removed by the end of this week and replaced with Canadian flags.

5. Plans for Bicentennial Celebrations

Chair J. Carberry advised of the bicentennial plans on June 4th and 5th and indicated a call for nomination on residents of Bolton who have contributed to the community.

J. Schildroth advised what activities are planned on June 4th and 5th that are being hosted by the Bicentennial committee.

Members of the Board asked questions and received a response from J. Schildroth.

6. Taste of Bolton

B. Gnida advised that the Taste of Bolton events will be hosted at the Royal Courtyards on Friday, June 17, 2022, Friday, July 15 and Friday, August 19 from 6 p.m. to 10 p.m.

7. Sustainable Thinking and Expression on Public Space (STEPS) Public Art Program – Draft Agreement

Chair J. Carberry advised that the artist has requested that the BIA provide suggested wording to be included on the art to highlight the heritage status in downtown Bolton.

Members of the Board provided suggestions to Chair J. Carberry for consideration.

8. Downtown Bolton Revitalization Task Force and Working Group

J. Schildroth advised that the Task Force will be meeting again in the Fall. He highlighted that the microgrant that is available to the Task Force and projects being done in the upcoming months to revitalize the downtown core.

J. Schildroth shared a rendering of the proposed mural to be under the Humber River Bridge.

Members of the Board asked questions and received a response from J. Schildroth.

9. Status Update regarding the Gazebo

B. Gnida provided an update on the construction of the Gazebo.

L. Loucaides will continue to take progress pictures of the project and post them on social media.

ADJOURNMENT

Bolton Business Improvement Area Meeting Minutes

Wednesday, May 18, 2022

2:30 p.m.

Page 5 of 4

On a verbal motion moved by B. Gnida, the Bolton Business Improvement Area Meeting adjourned at 4:02 p.m.