

## Meeting Minutes

### **Bolton Community Improvement Task Force Monday, June 4, 2007 Royal Bank, 12612 Hwy. 50, Bolton**

**Present:** Don Robb, Kelly Darnley, Kim Seipt, Verona Teskey, Debbie Read, Shirley Hoppler, Victoria Kaye, Lisa Scale, Mary Hall, Magda Walaszczyk, Sandra Dolson

**Regrets:** Mayor Morrison, Annette Groves, Jason Payne, Norm Lingard, Richard Messer

**Guests:** Susan Powell, OMAFRA

1. Welcome
2. Introductions – Magda Walaszczyk is with the Planning Department and will be assisting Mary with the CIP.
3. Approval of minutes from the May 14, 2007 meeting.
4. Susan reviewed the SWOT analysis completed at the last meeting. Focused on the opportunities and strengths which will naturally alleviate/offset the weaknesses listed.

The opportunities/goals to focus on at this time are:

1. Customer Service Education;
2. Communication of what the BCITF is (and is not) – create a mission statement;
3. Changing the perception of Bolton locally and abroad; and,
4. Embark on the Community Improvement Plan (role of the BCITF in the Plan, marketing of the CIP, financial incentives)

Mary indicated that if an amendment needs to be done to the Town's Official Plan it would not be taken to Council until the CIP goes forward, therefore only requiring one public meeting and one report to Council. A lot of work can be completed before an amendment is done such as the terms of reference, etc.

Don and Lisa both talked about the improvements that some businesses/owners and groups are making of their own volition, i.e., Hilltop Plaza (Giant Tiger), business across from Giant Tiger, Rotary Club putting planters out.

Lisa indicated that the landlord of the building in which she works (and many others around Town) refuse to do improvements and is hoping that once a program is in place, along with other businesses improving their facades will encourage a change in attitude.

The group discussed improvements in the communities of Huntsville and Orangeville and the "rules" which guide the look of the downtown cores such as façade styles, colours and signage. The group agreed that it would be helpful to have someone from Huntsville come in to speak at a BCITF meeting.

A mission statement, goals and objectives were discussed. Members are to review prior to next meeting for discussion/approval.

### Mission Statement

The Bolton Community Improvement Task Force is comprised of a group of committed, community representatives from the BIA, Caledon Chamber of Commerce, the Bolton Merchants Association and the Town of Caledon who are working together to beautify and foster a healthy and prosperous business environment in Bolton.

As per the mission statement there are two “streams”/goals and objectives for the group to focus on:

Beautification	Healthy, Prosperous Business Environment
<ol style="list-style-type: none"><li>1. CIP – Planning, cooperation with and input to the Town<ul style="list-style-type: none"><li>- develop the Plan</li><li>- facade improvement</li><li>- streetscaping</li><li>- heritage/colours</li><li>- signage</li><li>- sidewalks</li><li>- parking/public space</li><li>- educate i.e. other CIPs</li></ul></li></ol>	<ol style="list-style-type: none"><li>1. Customer Service Education<ul style="list-style-type: none"><li>- basics training</li><li>- window displays</li><li>- Business Awards<ul style="list-style-type: none"><li>- do not have to be a Chamber member</li><li>- new award could be created for customer service</li></ul></li></ul></li><li>2. Communication<ul style="list-style-type: none"><li>- vehicles for better “talking it up”</li><li>- information forum</li></ul></li><li>3. Business Retention &amp; Attraction<ul style="list-style-type: none"><li>- collaborate with Town’s Economic Development Dept. and BCITF</li></ul></li></ol>

Verona suggested that owners/merchants be sent a letter introducing BCITF and give them the opportunity to make comments/suggestions with regards to the Plan and it’s implementation.

Discussion with regards to marketing:

- All groups will be responsible for “building the hype”;
- To have buy in there needs to be education, useful information, fun events/contests;
- Window dressing contests, perhaps doing a tour;
- A “welcome” package for new business with all the information with regards to the CIP, assistance available etc. (BIK – Business Information Kit or BIG Business Information Guide) – distribution timing of a package is very important

5. Other business – Orangeville Revitalization Session taking place on June 14, 2007, flyers handed out, Mary and Magda will be attending.
6. Next meeting – June 25, 2007, 4:00 -5:30pm, Royal Bank (same location)  
**There will be no meeting in July.**
7. Adjourned: 5:50 pm

### DUTY LIST

Mary to bring pictures or sample of heritage plaque(s) to the next meeting.

The entire group is to review the mission statement, goals and objectives prior to the June 25<sup>th</sup> meeting for agreement/discussion purposes.

Don to make arrangements with the Economic Development Officer from Huntsville to come to a BCITF meeting in August or September to discuss/present their CIP, how they developed it and how it was implemented.

Don to write a brief communication to be used by all groups in their newsletters with regards to the make up and purpose of the Task Force after the mission statement and goals are agreed upon by all members.