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### Greetings from the Chair

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People are strolling the sidewalks, and smiling, it must be Spring. I hope your business grows as fast as the weeds in my garden!

Just a few lines to keep you updated as to what your BIA is working on for you. The proposed tax levy change is still at the stage where Township staff are preparing comments to be presented to council (due April 30 2009). I have been informed that they are combining the levy/boundary requests together. Sammy Sewer (our Big Dig mascot) is busy at work and will update you in the Big Dig section of the newsletter and on our website.

BIA/Region/Township biweekly (will be weekly close to construction) meetings began last week. The purpose of these meetings is to communicate all aspects of the Big Dig in an orderly manner, amongst all parties involved. We are also working on Moonlight Madness (sidewalk sale), Big Dig activities, BIA involvement with Ribfest, Scarecrows, Hallowe'en Parade, Green Bags, Christmas Shop Local, Santa Parade, street furniture, flowers, banners, etc., etc., plus our day-to-day communications with our membership. However we are never too busy to hear from you!

**Bev Leslie, Chair Uxbridge BIA**

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### Flowers!

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Purple/blue and red... these are the colours you will be seeing shortly or possibly seeing even now (depending on when you are reading this). Look for these colours in our clustered planters and calming areas. Consider joining the theme if you prepare your own flower arrangements. Code Property Management is serving the BIA for planting, maintenance and watering. Yes! Watering! What a relief! And for the flowers, too!

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### Website update

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[www.uxbridgebia.ca](http://www.uxbridgebia.ca)

The business directory is functional now. And, we have just introduced multiple categories so that any one business may choose as many categories as they wish.

Please take another look at your listing to ensure you are categorized properly. Pick the best categories from the drop down list and inform the business facilitator of additional or replacement categories you wish to include for your business. If the categories on offer simply do not describe your business, please let us know and if we can introduce these without creating a long list of categories, we will do so. However, the goal is to keep the category listing manageable.

Contact [businessfacilitator@uxbridgebia.ca](mailto:businessfacilitator@uxbridgebia.ca) with your requests.



**Calendar of upcoming events**

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June 25. July 16. August 20.

**Board of Management meetings**

6:30PM Scribes Room Township Offices  
51 Toronto Street South

All are welcome.

Friday June 19 7:00 to 10:00 PM

**Sidewalk Sale “Moonlight Madness”**

With a live band at the municipal parking lot near CIBC and two weeks of advertising leading to this date, we aim to spice up this year’s sidewalk participation.

*The date is a change from prior years as Thursday is garbage night and the third Thursday (prior date) holds two public school graduation ceremonies this year.*

For those new to the BIA, the sidewalk sale event is advertised and promoted on your behalf but it is your responsibility to organize everything at your sidewalk and storefront. We will be providing posters for your windows and doorfronts. Look for advertising promoting the event in the local papers.

Here’s a great idea for those lacking immediate storefront sidewalks: take over one of the vacant storefront sidewalks. There are a number of vacant sidewalk areas throughout the BIA so if this appeals to you, contact the [businessfacilitator@uxbridgebia.ca](mailto:businessfacilitator@uxbridgebia.ca) who will coordinate sidewalk space for you. Remember, you don’t have to have merchandise to leverage this opportunity: you may have a message or information to share about your services.

**Summer 2009**

**Uxbridge Legion Ribfest July 17-18-19**

*Uxbridge Avenue*

BIA businesses are once again invited to participate at NO COST. Bring your own tent, sell your own goods and promote your business! [www.uxbridge.com/ribfest](http://www.uxbridge.com/ribfest).

Are you available to staff the BIA tent? Do you have a half day? whole day? evening?

If you cannot make the event but have brochures or giveaways for the BIA tent, which will host member information and giveaways, please inform us at your earliest convenience.

It is not necessary to offer, display or sell merchandise. You may participate as a presence with information or brochures or coupons to hand out; you may simply staff your space with the goal of meeting and chatting. Visit the event website for details and hours of operation. Note that it is not necessary to be at your booth space for all open hours. There are, however, restrictions on when you can drive into your booth space: no vehicles til end of daily operations and none later than half hour before opening. (So, if you wish to staff for a portion of the day, you must arrange to walk your items in and out.) Hydro will be available to those who request connection.

All ribbers from last year are returning. Other vendors include crafts in addition to rides and pedestrian entertainment. Ribfest is hosting *Does Uxbridge Have Talent?* in two groups, 6 to 12 years and 13 to 18 years. On Sunday, a Classic Car show will be held. The entire park is licensed for beer and wine, as sold and managed by the organizer. 24-hour security will be in force.



*A note from David Kasza, event organizer*

**The lip-smacking, mouth-watering event of the summer!**

Our first Ribfest held last year attracted in excess of **10,000** people. The enticement of tasting world famous ribs brought together people from Uxbridge and surrounding communities.

Once again we are not charging BIA business members to participate.

The event will be publicized on radio and local newspapers and posters will be displayed within town and surrounding areas. We have doubled our efforts in getting the news out, and our feedback from last year was so overwhelming, that we are expecting a substantial increase in people coming out to the 2009 Ribfest.

People attend the event to have fun for the whole family. The park is filled with crowds feasting on mouth watering ribs and grill specialties while listening to bands playing all day right into the evening. They love to visit the various stands, speak with merchants and buy their wares. What a better place for you to be where people are having fun and looking forward to shopping at your stands.

This year, we are erecting “Uxbridge Merchant Avenue” where people walk up and down the avenue to socialize with merchants, get to know what is on offer, and purchase wares. It also gives an opportunity to build relationships with future customers.

Booths will be ~ 15 feet by 15 feet. You supply your own table and chairs; tent cover is ideal. Your attendance is important to us in helping to make the Uxbridge Legion Ribfest one of the best in Ontario. We know we can do it – we just need your support.

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**Brock Street reconstruction “Big Dig”**

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Please note that the website will be used as the information hub for BIA member business communications. At this same page, we are also hosting the resurfacing information for Toronto Street South.

[www.uxbridgebia.ca/bigdig](http://www.uxbridgebia.ca/bigdig)

May 27

Tender closed

June 22

Tender award – projected date

July 6 to October 30, 2009

Construction with carry over for uncompleted work into 2010 if required

**Albert Street update**

Following last Fall’s road construction the boulevards along Albert Street are being cleaned and sod is to be laid shortly. This will clean up this area nicely.

The BIA/Region/Township Big Dig meetings are in progress and we will table all of your questions at those times if we are not able to answer them for you. Information from these meetings will also be posted on the website.

If you have any questions and/or concerns regarding any section of the Big Dig, please contact “Sammy Sewer” either through Bev 905-852-0688 or Scott 905-852-7846.

Sammy Sewer at Work!!



### **Member profile**

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For this issue, we have been in contact with the three BIA car dealerships, Williamson Uxbridge, Dean Watson Auto Sales, Brandon Ford.

For a small town BIA newsletter, this is a surprisingly worldly perspective but it certainly shows how globally connected we all are.

At Dean Watson Auto Sales, it used to be that 60 percent of their sales transacted in the format of lease financing. Lease financing has “gone away.” And this all happened just last year! But, it doesn’t stop there. These large, highly financed organizations rely on major funds for research, design, development, manufacturing, in addition to things like equipment finance and leasing programs. Not only has lease financing “gone away” these organizations are suffering a multitude of other financing crises. Chrysler, for instance, has gone through many months of upheaval; Daimler and Chrysler splitting, Cerebus buying Chrysler, Chrysler moving into Chapter 11 in the U.S. and so on down the line. For Chrysler all this has translated into a full stop at the production plants. Sound absolutely gob-smacking breath-stopping?

Well, at Dean Watson, which carries the lines Chrysler, Dodge and Jeep, Mark Edwards is VERY excited about the future: great new product, excellent product, even better than excellent product and it’s all coming our way, once those spigots get cleaned up, sorted out, and turned back on. Will we be leasing in mass quantities like we did in the past? Who knows? But, one thing we do know: we will be driving!

Mr. Dean Watson started at a Fina Station (remember Fina? if you do, you are *ancienne*, like me) which inhabited a location at Toronto Street North north of Brock Street. Dean Watson, the man, was in the business of selling used cars and carrying the Datsun line as well (remember

Datsun? if you do, you may be older than me, because my second car was a Nissan and Nissan took over Datsun). 1973 was quite a year for Dean Watson because that was the year he did two big things: took on the Chrysler line and opened up at his current location on Toronto Street South. In 1993, the building you now see was erected in place of the A-frame building previously resident on the property.

Dean Watson operates with a local employee pool of about 17 who, for the most part, live within a 25 kilometre radius of town. This group services our cars, sells parts, and has a resale market in addition to the three great lines we all recognize.

*Thank you, Mark Edwards, for taking the time to give us the Dean Watson Auto Sales story.*

Ford has stayed in the leasing game, but, not surprisingly the lease ratio is very different from a year ago.

Terry Brandon points out that even if the global credit crunch wasn’t defining business these days, leasing rates would have dropped for everyone. It had become a marketing tool rather than a financing option and therein lay the problem. At 20 to 25 percent of sales deals for Brandon Ford, probably the lease ratio now is more reflective of a healthy financing business environment.

Brandon Ford started in 1985 with two partners, one being Terry Brandon. So, Brandon Ford is the newest dealer in town, but, Ford was sold in Uxbridge before this time, at French Ford, in a Main Street North location which is now an auto repair shop. French Ford was out of business in the early 80s, around the same time interest rates were skyrocketing and carrying inventory was challenging for all car dealers. Ironically, in the current location of Tony Peck’s Shell gas station on Brock Street West, there had previously existed Brandon’s Mercury Lincoln



Meteor, an unrelated business but possibly a distant relative to Terry Brandon.

So, when rates were trending back toward planet earth, corporate Ford was keen to grow its dealer base and Terry Brandon was in the right place at the right time to open Brandon Ford in the location in which we find it today. The building has since been expanded from four service bays to eight, in addition to significant renovations including a new roof and stucco exterior applied in 1995. Prior to the dealership, it was the site of an agricultural store, Beach Farm Equipment; next, a recreational vehicle sales and service site and then a manufacturing facility building newspaper shredding equipment (all operated by Beach family members). Phew, all these prior locations and moving around has my head spinning...

When Terry Brandon moved out of his business development role with a controls company in Toronto to start up an automotive dealership in 1985, the Detroit Three enjoyed a 70 to 75 percent share of market. Things have changed and in Terry's opinion, the Detroit Three misjudged the market; simply, they lost sight of a competitive edge, and consumer interests and demands.

Things have changed so much again, however, that Ford now rates high in all the fundamentals that those same consumers are seeking. The pipeline in development and what we are seeing on the lot now has never been better. Comfort, driving experience, fuel efficiency and safety are all hallmarks of design in current Ford automobiles.

In 2009, Ford introduced its FLEX which is the "box" style that many manufacturers have adopted. If you are considering a family vehicle, definitely check it out. Terry and his wife trailed their Harley-Davidson Electra Glide to Arizona behind a FLEX. These vehicles offer a refrigerator option!

Terry grew up in Lindsay and so moving his family to Uxbridge in 1987 was the right thing to do. His employees come from Brock, Scugog, and Uxbridge Townships. For Brandon Ford, this is a great community with great customers.

*Thank you, Terry Brandon, for taking the time to tell us your story.*

Williamson Uxbridge has been selling vehicles since the early '50s, and through its Leasing Division leasing vehicles since the 1960s. Over the years, GMAC and other lenders have played a role in funding and leasing cars and light trucks however the current financial environment has left very few funders in the leasing business. Fortunately, Williamson Leasing continues to provide leasing services to a wide range of corporate accounts across the country and individual customers more locally.

Jim Williamson advises that there may never have been a better time to acquire a new car or truck. The quality of the vehicles are recognized to be as good as any on the market, new models such as the Camaro and Cadillac wagon are exciting, and pricing is very attractive. The public realizes the vehicles represent good value and sales remain strong. It was noted that it would be nice if the media gave the good news the same kind of exposure given to the bad and uncertainty we see every day. It is encouraging to note that Williamson Uxbridge has been recognized by General Motors as a dealership for the future and will continue to provide sales and service of the GM product line up.

Alex Williamson began operations as an Esso distributor in 1947 on the property that is now home to Uxbridge PharmaChoice. The Chevrolet franchise was granted in 1952 and the business had by then grown to include used car sales operating from the property across the street, currently home to the TD Bank. Over the years,



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the Buick/Pontiac and Cadillac franchises were granted, and the business relocated to sites on Toronto Street. In 2005, Williamson consolidated operations at their present location, one lot and two buildings, housing Chevrolet and the Leasing operation in one, Buick Pontiac and Cadillac as well as the service facility in the other.

Williamson employs about 90 employees, the vast majority living in Uxbridge and surrounding communities. Jim and Todd are the third generation of Williamsons to be actively involved in the management of the company and a number of other families have multiple members employed making this truly a “family” business.

*Thank you, Jim Williamson, for taking the time to tell us your story.*

The one resounding theme we encountered from all of our BIA dealers was, “What a great community this is,” and “Thank you, our customers, for your loyalty and business.”



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If you have a question about this specific portfolio, please call the representative listed:

Chair/Big Dig/Christmas/events/flowers/Moonlight Madness/newsletter ed/policy/Revitalization Committee liaison	Bev Leslie	905-852-0688	bev.leslie@sympatico.ca
Councillor/ Christmas/ finance/policy/sign reimbursement program	Gord Highet	905-852-9181 x405	ghighet@town.uxbridge.on.ca
Councillor/Hallowe'en parade/Ribfest	Jack Ballinger	905-852-9181	johnhballinger@gmail.com
Vice Chair/boundary/newsletter proofer	Jim Byers	905-852-6126	jamesbyers@powergate.ca
Advertising/Big Dig/Christmas/South liaison	Jim Williamson	905-852-3357	jwilliamson@williamsonuxbridge.com
Councillor/Big Dig/banners/boundary/flowers/policy/tourism	Pat Mikuse	905-852-9181 x407	prmikuse@sympatico.ca
Advertising/Big Dig/Christmas/website	Scott Rutledge	905-852-7846	scott@rutledgejewellers.com
CTAB liaison/Hallowe'en parade/Green Bag program	Tobin Taylor	905-852-9141	ttaylor@durhamregion.com
Facilitator/newsletter production/website	Leslie Warren	905-862-0148	businessfacilitator@uxbridgebia.com

There are several ways to get information and answers to your questions.

- Contact the BIA Business Facilitator [businessfacilitator@uxbridgebia.com](mailto:businessfacilitator@uxbridgebia.com)
- Consult [www.uxbridgebia.ca](http://www.uxbridgebia.ca)
- Use the table above to contact any one of the Board of Management members

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**Information corner**

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**2009 Greater Toronto Export Conference and Trade Show \$40**

June 10th · 9:00 AM to 4:30 PM  
 Toronto Congress Centre  
<http://www.iscm.ca/gtrea/default.htm>

CNE. Uxbridge/Scugog/Brock will be hosting a booth space to promote the region at the Canadian National Exhibition this summer. A brochure piece is being produced for this event. A representative will be visiting businesses to identify any that wish to participate with advertising.

OTEC training programs, Leading Accessible Service Excellence and Accessible Service Excellence aim to enhance your customer service culture and reputation. Build client loyalty and help your business comply with the new

Accessibility for Ontarians with Disabilities Act\* legislation. Date: June 16th, 2009! Visit [www.otec.org](http://www.otec.org).

