

March 2009

**Uxbridge Business Improvement Area**  
Newsletter – Winter edition

---

**Greetings from the Chair**

---

The past few months have been extremely busy for the Board. You will read in the body of this newsletter that we introduced a new Shop Local program for the 2008/09 Christmas season. This change was necessary due to legal issues of the past ballot draw. We are carefully assessing the current program in order to find ways to improve our first effort. On the positive side, 200 people were cash winners instead of 10 and to date approximately 30 percent more members' businesses benefitted from the coupons than prior years plus 800 free Santa Photo coupons were handed out in the BIA-branded reusable tote bags. On the downside, one had to be present at the Santa Claus parade for a chance to win.

We introduced the new minimum/maximum BIA tax levy to equalize the tax more fairly among our members.

A new procedural by-law for the BIA was ratified in January 2009. This document governs the proceedings of the Uxbridge BIA Board of Management. The new by-law is available for your perusal at Township offices.

Many thanks to all who attended our Annual General Meeting (AGM) on February 26, 2009. We saw more members out at the meeting than we have in the past. We leave the door open to anyone with ideas, concerns or questions. Please do not hesitate to contact any board member. At the AGM the proposed 2009 budget was presented and accepted by the membership. This budget has been forwarded to council for approval.

Please keep the communications lines open; read your emails, notices, posters, etc. Stay informed!

**Bev Leslie, Chair Uxbridge BIA**

---

**Your BIA**

---

The Uxbridge Business Improvement Area's mission is to improve the defined commercial area and to promote business within the BIA for members.

The ongoing goals, in brief, of your BIA are:

- To implement improvement, beautification and the maintenance of municipally owned land, buildings and structures in areas beyond the expense of the municipality;

- To encourage joint initiatives and mutually beneficial projects;

- To encourage and facilitate exchange of information and ideas;

- To pool financial and intellectual resources to benefit and protect business interests;

- To promote the business district to the municipality and the residents as well as tourists and visitors to the township.

The Board of Management is working very hard to fulfill our obligations to all of our members. We encourage your comments and ideas and welcome you to all our meetings which are listed in the newspaper on the Township page.

**Is your business a member?**

If your business operates from a commercially-rateable property within the boundaries, you are a member.

The BIA boundaries are:

south to north – from Wal-Mart on Highway 47 to Uxbridge Auto Garage on Main Street and then south on Main Street to Martino's Cabinets at Planks Lane;

west to east – from the old Uxbridge Cooperative building and H. H. Goode & Sons to Marietta Street at Brock Street East.



---

### GARBAGE GARBAGE GARBAGE

---

Brock Street businesses: look for a flyer and notice in newspapers week of March 16 regarding a new garbage schedule. Please look for this important information.

---

### Tax levy update

---

After a study of the BIA tax levy paid by our members, it was obvious that there was inequity in the allocations. The Board studied the various methods available to the township tax department of collecting the levy and agreed that the fairest method is the minimum/maximum guideline.

Some of the factors considered were:

- The levy is based on property tax assessment which accrues to the property identifier (and does not account for the number of businesses resident at that property) so a flat rate was impossible
- We did not want to increase the total budget amount for 2009
- The BIA is a Committee of Council as of January 2008
- We wanted to distribute the tax under a fairer method as the range was \$25 to over \$12,000 per member.

The min/max method adopted will see members' levies range from \$200 to \$3,000 which allows us to maintain our budget as well as introduce equity.

I would like to thank Mr. Al Shultz and the tax department staff for their many days of preparing spreadsheets for us to study and their guidance in regards to levies collected under the tax laws.

Bev Leslie

---

### Calendar of upcoming events

---

**Regular Board of Management meetings**  
[www.uxbridgeia.ca/015~Bia Information/](http://www.uxbridgeia.ca/015~Bia%20Information/)

**March 12** is the next meeting date (note that it was originally published in The Cosmos as March 19). Following March 12 are **April 9 and May 7**.

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

All are welcome.

*The Board is moving to a monthly meeting format.*

**Monday March 23** Council reviews BIA 2009 Budget and votes on the minimum/maximum levy formula.

### **Brock Street Reconstruction Summer/Fall 2009**

James Garland, our Region liaison, is scheduled to be at **Council Chambers Wednesday April 8 at 8:00AM** open ended through the morning as required.

He will update us on the schedule of events and field your questions. More will follow later about this meeting.

**April 26** Council receives BIA AGM presentation.

### **Summer 2009**

#### **Ribfest July 17-18-19 Uxbridge Avenue**

BIA merchants are once again invited to participate at NO COST (note, electrical connection ~\$50). Signage will promote the BIA area under "Uxbridge Avenue." Bring your own tent, sell your own goods and promote your business! More information to follow in next newsletter and stay tuned to the website [www.uxbridgeia.ca](http://www.uxbridgeia.ca). Event website: [www.uxbridge.com/ribfest](http://www.uxbridge.com/ribfest). Email Leslie Warren [leslie@computertime.com](mailto:leslie@computertime.com) to book your tent space.



---

**Recent events**

---

For our **2008 end-of-year program**, there were a number of new elements.

**BIA-logo'd green tote bags at the Santa Claus Parade**

Each tote bag held an envelope with either a coupon for a free photograph at the Santa Hut or a Shop Local coupon for one of three denominations, \$25, \$50, \$100. There were a total of 1,000 bags which were diligently stuffed by members of the Board on the Thursday preceding the parade. We had six helpers handing out tote bags at the parade: Bev Leslie, Glenn Woods, Catherine Tweedy, Leslie Warren, Liz Yabsley, and Bob Kirvan, and Craig Yabsley, who drove the Hummer.

As we write these words, we have approximately \$5,100 redeemed by about 20 businesses ranging from downtown Rush Photo to south-end Canadian Tire.

**Photography at the Santa hut**

The BIA sponsored both the sitting and the hardcopy photograph which was undertaken in three sessions: on the day of the parade at the municipal parking lot near the CIBC and two Saturday afternoons at Canadian Tire.

At short notice and no expense to the BIA, The Uxbridge & District Lions Club constructed steps for one of the Santa Hut doors. This was very much appreciated by photographer, Stuart Stadam, Santa Claus (John Woods) and of course the visiting children and parents. The Santa Hut was deployed an additional two Saturday afternoons post-photography sessions at Canadian Tire, for Santa Clause to receive children. Thank you, again, Pat Higgins of Canadian Tire for such generous space allocation and to John Woods, our flexible and accommodating Santa.

And, from Pat Mikuse, a few words about our BIA-sponsored carollers:

A new group of carollers under the direction of Jennifer Neveu-Cook performed around town and the south end before Christmas. The carollers were in vintage costume and performed Christmas Carols to celebrate the season with their coral voices. This was a new approach this year to draw attention to our community. Many merchants' comments were very positive.

*The Board would like to receive your feedback on any or all of these Christmas and Shop Local items. Please email any member per [www.uxbridgebia.ca/025-Executive & Committees/](http://www.uxbridgebia.ca/025-Executive%20&%20Committees/) to share your thoughts.*

The BIA is planning to continue with the green tote bag program in 2009. Next-generation bags will have a gusset-bottom panel which better permits bulkier items for daily shopping purposes.

---

**Sign reimbursement**

---

Did you know the BIA reimburses businesses up to \$500 for replacement or new exterior signs that meet municipal by-laws and are affixed to a building? See "BIA Information" at the website [www.uxbridgebia.ca](http://www.uxbridgebia.ca) for the PDF form which is your application and also offers more information; or email Bev Leslie at [bev.leslie@sympatico.ca](mailto:bev.leslie@sympatico.ca).

---

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

---

You will notice a member event (Canadian Tire's Huck Finn Day) is promoted at the BIA website. The website is now open for all member event promotions. Send along your events and we will post them as time permits:  
[lwarren@computertime.com](mailto:lwarren@computertime.com).



March 2009

## Uxbridge Business Improvement Area

Newsletter – Winter edition

---

### Member profile

---

Bob Moore, Owner and Pharmacist, operates two stores in town, one in the "north" of the BIA and one in the "south"—Shoppers branded—which probably makes him unique within the BIA. The new location, west side of Toronto Street South near Elgin Park Drive, is 4 times the floorsize of the original location. Bob Moore tells us that the new location is really the old store relocated, updated and upsized while the old location is really the new business, *Shoppers Simply Pharmacy*, which is now strictly dispensing. Since it is an unusual Shoppers footprint—there are only about 30 of these across Canada—Bob had to work hard with "corporate" to maintain this presence and he did so in order to serve the medical staff in the building and the seniors who may not have adequate mobility to make it to the new location. The old retail location has been dramatically downsized but Bob retains the lease on the original floor space, the non-retail area being used as warehouse space.

Bob experienced a hectic Christmas season as store opening occurred just prior but has this to say about the experience, "The people of this town are fabulous. The workforce in Uxbridge is phenomenal. We started in October and we were finished ahead of schedule, all the while the contract staff were cheerful, able and fun!" Bob tells us that about 70 local people were engaged in the start-up efforts.

Bob has an interesting history: he was a corporate guy! He was once VP Operations for Shoppers. Trained as a pharmacist, he returned to his first love and maintains, "Working here, in Uxbridge, in this kind of role, is much more rewarding." So why did he take the big plunge into larger premises? Well, that takes us back to corporate. The survey information corporate gathered (Shoppers often runs online surveys where customers enter purchase receipt identifiers and go through a series of questions) demonstrated several repeating themes.

Customers were not happy with parking challenges at the old location and customers were looking for more product, more choice and in general, larger-format inventory available elsewhere in town. So, not only is he better serving his customer base, Bob is routinely seeing, "New faces I've never seen before."

*Thank you, Bob, for taking the time to interview with us and tell us your story. Leslie Warren*

---

### @uxbridgebia.ca email addresses

---

How can we help?

#### @uxbridgebia.ca email addresses:

We have unlimited availability for custom email addresses for member use. An @uxbridgebia.ca email address will automatically forward to the email address you provide.

For example, if you have MYNAME@gmail.com, you may request an email address MYNAME@uxbridgebia.ca which will forward to MYNAME@gmail.com. Why would you do this? You may not be comfortable publishing your personal email address on the web or elsewhere.

#### @uxbridgebia.ca email inboxes:

We have a limited number of email inboxes which come with @uxbridgebia.ca addresses with which you may manage your email, instead of having them forwarded to your personal address. This is a good solution for people who have access to the internet but currently do not have an email service or wish to keep business email separate from personal email.

Your email address can be added to the BIA directory at [www.uxbridgebia.ca/020~Business\\_Directory](http://www.uxbridgebia.ca/020~Business_Directory).

Please contact Leslie Warren if you wish to arrange either one of these offers.

*Our goal is to get the newsletter into an e-format only with no future hardcopy production.*



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

Chair/Big Dig/events/flowers/ newsletter ed/policy/ Revitalization Committee liaison	Bev Leslie	905-852-0688	bev.leslie@sympatico.ca
Councillor/finance/policy/ sign reimbursement program	Gord Hight	905-852-9181 x405	ghight@town.uxbridge.on.ca
Councillor/Hallowe'en parade/Ribfest	Jack Ballinger	905-852-9181	johnhballinger@gmail.com
Vice Chair/Big Dig/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	leslie@computertime.com

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

- Contact the BIA Business Facilitator Leslie Warren [leslie@computertime.com](mailto:leslie@computertime.com) 905-862-0148
- Consult [www.uxbridgebia.ca](http://www.uxbridgebia.ca)
- Use the table above to contact any one of the Board of Management members

