

BIA hires Janis Fread as part-time coordinator

BY FRANCES NIBLOCK
The Acton Tanner

In an effort to increase Acton's appeal as a tourist destination the Business Improvement Association (BIA) has hired local resident Janis Fread as its part-time coordinator.

In her new position Fread will promote shopping in Acton to local residents, emphasize Acton as a tourism area and will initiate and

carry out promotions to encourage both tourist clientele in Acton and the location of tourism-oriented businesses in Acton.

"My first job will be to read over the minutes of BIA meetings for the past year," Fread said in an interview on Saturday.

"I need to get up to speed on what has been done and what is planned."

Fread said the biggest challenge

for the BIA is to get more business into the downtown and maintain what is there now.

"It is still a struggle for the existing businesses and we can't afford to lose even one," Fread said.

Fread was selected for the position in part because of her long-standing involvement in Acton. She is president of the Acton Agricultural Society, chair of the

Halton Hills Tourism Committee, member of the Action for Acton executive and an organizer of the Acton Leathertown Festival.

Fread said the BIA must continue to make Acton an appealing place to visit and shop.

"Along with the hanging flower baskets and planters the BIA must work to spruce up the downtown. We have hired a consultant to help up with the streetscape and building facades and the Action for Acton group has improved the look of some of the vacant buildings by putting the consultant's designs in the windows.

"I plan to get information on all of the vacant rental properties and publish a phone number where anyone interested in renting can easily get in touch with the proper real estate agent," Fread said.

Fread also plans to inform all of the BIA members of what the organization is doing for them and also to get their ideas.

"There are many business owners who complain that the BIA doesn't do anything for them. Well it certainly does, but the BIA work is not always visible."

Every downtown merchant pays a tax levy to fund the BIA — a

total of \$40,000 a year — and Fread said since they are paying for it, they should know what they are getting for their money.

Fread said there needs to be a concerted effort by all downtown business people to make their stores inviting, well-maintained and accessible.

"If the downtown looks good and if we can get our merchants to be a little more coordinated, then there will be a better atmosphere — and that in turn will attract more tourists and customers," Fread said.

"In my opinion if you get the look and feel of a friendly, open atmosphere it will attract more people. If it looks busier I think it would be easier to attract more merchants to open up here."

BIA member and Councillor Gerald Rennie supports the move to hire a part-time staff person.

"We see that all of the people on the BIA are business persons who don't have the time they need to get around and see all the merchants in town.

"Also they don't have the time to go beyond Acton to find interested businesses and tourists to come to town," Rennie said.

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Tips for seniors

This week we continue our series on crimeproofing with more tips to local seniors.

- Do you leave exterior lights on to deter potential intruders? Leave at least two interior lights on while you're away from home.

- Are your house and car keys on separate chains? Never leave your house keys with parking attendants.

- Do you leave your spare house key hidden under a mat or other obvious spots? Crooks know more hiding places than you.

Next week we will continue with more safety tips on how you can protect yourself, your home and your car.

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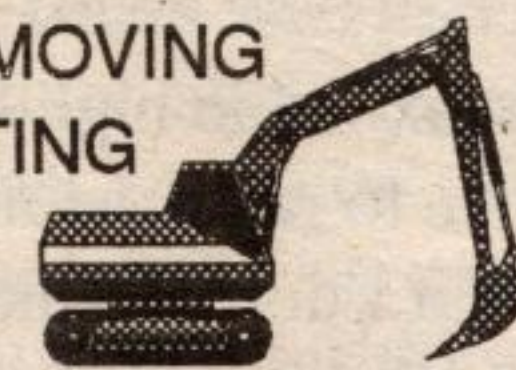
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Pub night this Friday

LEGION NEWS

BY JOYCE BUCHANAN
Branch 197 P.R.O.

The Bridge players had two tables and the winners were Dot Norton, Lil Cook and Edna Nellis. On Thursday, Euchre winners were

Henry Wedge, Uke Zajac, Jim McKnight, Vi Colyer and hidden score Gloria Miller. They had 15½ tables.

Saturday's Meat Draw winners were: Early Birds, Lloyd Neville and William McKnight and at the Regular Draw, Leo Synnott, Fred Power, Peter Comstive, Christine Allen (2), Janis Holley, Al Moss, Jean Crook, Jim Hayes, Randy Power, Anna-marie Lowin and Kelly McArthur were winners.

The Big Draw was won by Herb Spitzer. I apologize for misspelled names but I can't always read your writing.

There are rumblings around the Branch that some of the fellows are about to challenge the Unbeatables at horseshoes. Let us know when and where.

During the next week you should be getting a newsletter from your new executive.

With help from Harry Norton, we have updated our Emergency Telephone List. This is our way of trying to keep you informed whenever one of our Comrades pass away and it gives you the opportunity to pay your respects.

We are sorry to report the passing of Comrade Bill Anderson. Our sympathy goes out to his wife and family. I understand he was an avid Euchre player and he will be missed.

I guess no one volunteered, as there was not hot dogs at Saturday's Meat Draw.

Happy 80th to Jim McKnight. His family had an Open House at the Branch on Sunday. Hope you had a good day, Jim.

See you at the Branch and don't forget Pub Night, Friday at 9 pm.



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