**MINUTES**

Board in Attendance: Pamela Coneybeare, Heather Martin, James Hough, Rob Russell, \*Rob Wigan, Councillor Ingram\*  
Staff: Rebecca Scott  
Guest presentation #6:

1. Call to Order – Chair
2. Adopt Agenda for February 22, 2022 Meeting.

MOTION: That the February 22, 2022 agenda be adopted, moved by Councillor Ingram, seconded by Heather Martin. Carried.

1. Declarations of Pecuniary Interest and the General Nature Thereof:

The Municipal Conflict of Interest Act requires any member of a Committee of Council declaring a pecuniary interest and the general nature thereof, where the interest of a member of a Committee of Council has not been disclosed by reason of the member’s absence from the meeting, to disclose the interest at the first open meeting attended by the member of a Committee of Council and otherwise comply with the Act.

Name Item Nature

None declared on February 22, 2022.

1. Adopt Public Minutes of January 25, 2022 Meeting.

MOTION: That the public minutes of January 25, 2022 be adopted, moved by Rob Russell, seconded by James Hough. Carried.

1. Guest: My Main Street Ambassador Program – Joani Gerber, Oonagh Vaucrosson  
   Do you have the resources to implement any of the findings through the research? The Ambassador’s job is to provide the information to the stakeholders and ensure that they are connected to local entities to enable their business to thrive - a communication role. Also an attraction vehicle - Amongst the 65 communities participating, some gaps can be recognized to identify which businesses aren’t already present.

\*Rob Wigan is now present.

A question about if the tools already exist: The database has not been created, Oonaugh will input these items into the pool with the other communities. Some knowledge sharing across southern Ontario will make up some of the results of this program.  
  
The BIA is excited to have this knowledge to use. Many aspects have been discussed in the past but the BIA didn’t have the resources to move it forward. It was explained that if the BIA needs any knowledge that may not have been discussed, letting Oonaugh know means that it can be included at the beginning so the BIA can get some answers it needs.

1. Executive Committee Election  
   Recording Secretary declares Nominations Open for Chair.  
   Recording Secretary asks for Nominations.  
   Rob Russell nominates Pamela Coneybeare for the Chair position.  
   Recording Secretary asks for any further nominations.  
   Recording Secretary asks for motion to close nominations for Chair. Heather Martin closes nominations for Chair, seconded by Rob Russell.  
   Recording Secretary asks Pamela Coneybeare if they wish the Nomination to Stand. Agree.  
   Recording Secretary asks for all those in support of Pamela Coneybeare as Chair to raise their hand. Pamela Coneybeare is declared as Chair for the current year.

Newly-elected Chair declares Nominations Open for Vice-Chair.  
Newly-elected Chair asks for Nominations.  
Pamela Coneybeare nominates Anne Campion for the Vice-Chair position.  
Newly-elected Chair asks for any further nominations.  
Newly-elected Chair asks for motion to close nominations for Vice-Chair. Heather Martin closes nominations for Chair, seconded by James Hough.  
Newly-elected Chair has written proxy from Anne Campion agreeing to let Nomination Stand.  
Newly-elected Chair asks for all those in support of Anne Campion as Vice-Chair to raise their hand. Anne Campion is declared as Vice-Chair for the current year.  
  
Newly-elected Chair declares Nominations Open for Secretary.  
Newly-elected Chair asks for Nominations.  
Rob Wigan nominates James Hough for the Secretary position.  
Newly-elected Chair asks for any further nominations.  
Newly-elected Chair asks for motion to close nominations for Secretary. Heather Martin closes nominations for Secretary, seconded by Rob Wigan.  
Newly-elected Chair asks James Hough if they wish their Nomination to Stand. They agree.  
Newly-elected Chair asks for all those in support of James Hough as Secretary to raise their hand. James Hough is declared as Secretary for the current year.

Newly-elected Chair declares Nominations Open for Treasurer.  
Newly-elected Chair asks for Nominations.  
Rob Russell nominates Shawn Malvern for the Treasurer position.  
Newly-elected Chair asks for any further nominations.  
Newly-elected Chair asks for motion to close nominations for Treasurer. Heather Martin closes nominations for Treasurer, seconded by James Hough.  
Newly-elected Chair has written proxy from Shawn Malvern agreeing to let Nomination Stand.  
Newly-elected Chair asks for all those in support of Shawn Malvern as Treasurer to raise their hand. Shawn Malvern is declared as Treasurer for the current year.

1. Annual General Meeting  
   Notices including the agenda, past minutes and budget have been mailed.  
   Sub-Committee Chairs are being asked to participate in the presentation by providing information that they would like to share by March 8th and presenting their section on March 22nd.
2. Archives Building  
   There was a request from a member to support keeping the Archives building. Suggested to hold off until this situation goes to County Council as it sounds like the building may get heritage designation and adaptive reuse. The building does have issues to deal with: mold, asbestos, vacant since 2014. The building belongs to the County and has been deemed surplus. Chair will share the information that they have about this building.
3. Treasurer Report  
   Not present and no update.

<MARKETING Commiee MINUTES

May 28, 202

1. Human Resource Committee Update  
   Staff reviews will take place in Q1.
2. Council Update  
   Zoning bylaws being updated. Updating Official Plan, including the heritage sections.  
   Big changes coming from the province regarding higher buildings and the related parking standards for those buildings.  
   Sign Permits – updates to the sign bylaw, for new signs, happened in December 2020, including cost increase. The General Manager will speak to the bylaw officer.  
   Remote delivery service – reaching out to businesses about coming to Stratford (was running in Toronto but there has been some accessibility issues). Anticipate the same issues here and also boardwalks and patios on the sidewalk.  
   Boardwalk extensions have not been brought to Council yet for 2022. Councillor Ingram will look into this with the Clerk’s Department. There might be an opportunity to apply for funding with some partners to offset the cost of the program.
3. Sub-Committee Updates  
   Advocacy and Education (A&E) Sub-Committee  
   Next meeting is February 28, 2022.  
   Space available for the DEI training that starts on next Tuesday, please send contacts to the sign-up.

\*Councillor Ingram has now left.

Beautification Sub-Committee  
<Beautification Sub-Committee Minutes February 10, 2022>  
Working on projects and costs, including grant funding. Working on a Request For Proposal for the cultural consulting.

Marketing Sub-Committee  
<Committee Meeting Minutes Wednesday, February 9th, 2022 @11:30am>

Downtown Stratford BIA

BEAUTIFICATION SUB-COMMITTEE MINUTES

February 10, 2022

Downtown Stratford BIA

BEAUTIFICATION SUB-COMMITTEE MINUTES

February 10, 2022

Downtown Dollars provided for the 144 athletes for the Youth Curling Championships March 25 – April 1.  
Ten Bucks Back will be pushed to April or May.  
Social Media will shift to professional services downtown.

1. Grants and Funding Opportunities  
   Outlined in the General Manager’s Report. $54,000 in grants for BIA in 2021.  
   Tourism Relief Grant, which is in year 2 (link in General Manager’s Report), opens in April and the General Manager will look into specifics and opportunities with input from Sub-Committee Chairs related to that grant. This could be used for Al Fresco.
2. General Manager Report  
   <General Managers Report to the Board of Directors February 15th, 2022>  
   Ryerson reached out to do another case study on Stratford. General Manager will advise how involved this case study will be for her time.  
   POS Downtown Dollar Project – Reached out to London regarding their system and obtained their comparison research. Their choice did not come with a reloadable card. Pushback was the fee that the business needs to cover for using the POS. Learning curve for the businesses but they used summer grant staff to go to the businesses to help. There are options to run a program like our Ten Bucks Back through these cards. General Manager will look into any grants that may help cover the startup costs. Transaction fees are in their marketing budget. A question was raised about how many businesses downtown don’t take credit card, just cash or debit, and would be excluded from this POS program. A paper-for-new-card-exchange promotion might help move some of the old paper version that don’t expire.
3. New Business  
   Owner of Shoppers Drug Mart parking lot reached out regarding the parking ticket for parking in their lot is only $20, or $15 if paid early, and is not a deterrent for people to stop people from parking there. The recommendation from this property owner is $40. They don’t get to set the rates and they do not get to keep the revenue. The owner assumes they are people that work downtown that keep parking there daily. The General Manager has reached out to the City Clerk regarding this situation. A reminder to members to have their staff park in the Cooper Lot can be sent out.  
   A downtown resident is concerned about the Freedom Movement participants that are standing on the corner at Ontario and Huron Streets with flags that are causing horns to be honked over a period of time during the last 3 days. There doesn’t seem to be any recourse as the people with the flags are not making the noise.  
   In-person meetings: Depends on the City Council decision on in-person meetings. A hybrid option may be possible.
4. Adjourn  
   Motion to adjourn the Board meeting at 7:58 P.M. moved by Rob Wigan.