**MINUTES**

Board in Attendance: Pamela Coneybeare, Shawn Malvern, Rob Wigan, Heather Martin, James Hough, Rob Russell  
Staff: Rebecca Scott, Kim Griffiths  
Guest presentation #6: Ryan Erb, Catherine Hardman, Alex Burgess

1. Call to Order – Chair
2. Adopt Agenda for January 25, 2022 Meeting.

MOTION: That the January 25, 2022 agenda be adopted, moved by Shawn Malvern, seconded by Rob Wigan. 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 January 25, 2022.

1. Adopt Public Minutes of November 23, 2021 Meeting.

MOTION: That the public minutes of November 23, 2021 be adopted, moved by Heather Martin, seconded by James Hough. Carried.

1. Executive Committee Election  
   Postponed to the February Board meeting. Also noted that there is one Board vacancy.
2. Guest presentation on homelessness in Huron Perth: Ryan Erb – United Way Perth Huron, Catherine Hardman – Choices for Change, Alex Burgess – City of Stratford  
   If an encampment or individual sleeping rough is newly identified, contact the City of Stratford Social Services Department Monday to Friday 8:30 A.M. to 4:30 P.M. 519-271-3773 ext. 200 or call 211 if you’re unsure who to call.  
   Thursday, January 27 free panel discussion with keynote speaker Leah den Bok regarding Faces of Homelessness  
   Saturday, February 26 Coldest Night of the Year fundraiser

Hot meals for the Connection Centre are being donated by local restaurants – put in the freezer until they are needed.  
  
Is there a goal or fundraising need to get the Connection Centre open during the evening?   
The outreach team is working to get out into the evenings but are unsure about the Centre.  
  
The local police have a rapid mobile team that travels with a trained mental health leader.  
  
The greatest need for this group is financial. If there are other needs, they could let the BIA know so it can be shared.

1. Treasurer Report  
   Items for 2021 still wrapping up. There is a $13,000 deficit but with the 2020 surplus and grant funding to come, there is nothing worrisome.

Presentation to the Finance and Labour Sub-Committee is complete with no concerns raised.  
If the grant funds come in for 2022, that would give us more revenue than expenses but will need to be used in 2022.

<MARKETING Commiee MINUTES

May 28, 202

1. In-Camera Session  
   In-Camera session to discuss advice that is subject to solicitor-client privilege including

communications necessary for that purpose (section 239.(2) (f), to adjourn to Open Session following the In-Camera session.

Motion by Heather Martin that the Stratford City Centre Board of Directors meeting adjourn to an In-Camera session to discuss advice that is subject to solicitor-client privilege including

communications necessary for that purpose (section 239.(2) (f), to adjourn to Open Session following In-Camera session, seconded by Rob Russell. Carried.

\*Recording Secretary and one staff member has left.

In-camera session.

\*General Manager presented from 6:45-7:00pm and then left for Board discussion.

Motion by Shawn Malvern that the City Centre Board come out of the In-Camera session and reconvene into Open Session, seconded by Heather Martin. Carried.

\*Staff are now present.

Chair, Pamela Coneybeare, advises that the Stratford City Centre Board of Directors met in In-Camera session to discuss advice that is subject to solicitor-client privilege including

communications necessary for that purpose (section 239.(2) (f). The discussion was regarding a terminated contract and direction was given in the in-camera session. Instructions for moving forward will be given to the General Manager by the Chair.

1. Human Resource Committee Update  
   Working on 2021 staff reviews.
2. Council Update  
   Not present.  
   Inquiry regarding Ellam’s through Council. Wanted to reiterate that the building and the living quarters on the upper levels have not been condemned.  
   Inquired about the billboards being taken down on the Sutton Realty Downie Street building. The City is looking into this as there have been no permits issued for new billboards.
3. Sub-Committee Updates  
   Advocacy and Education (A&E) Sub-Committee  
   There has been 2 2-hour Board sessions completed. There are a group of 4 2-hour sessions open to the community in March. There will be extended sessions in April and May for those that wish to continue the discussion. The takeaway is that those that are interested in furthering this work need to continue the communication as a collective.  
   There is no financial contribution from the BIA at this point but with the smaller budgeted amounts at the BIA level, it is apparent that the amounts we have spoken about do not go as far as what is needed at that level.  
     
   Beautification Sub-Committee  
   <Beautification Sub-Committee Minutes January 13th, 2022>  
   <Beautification Sub-Committee Minutes December 16th, 2021>  
   Two bike repair stations and nine bike rings were purchased in 2021. The City will store the pieces until the spring install.  
   The wall on the former Culliton Law building on Ontario Street is a potential location.  
   A cultural plan would run from $16,000 to $23,000 and grant money (My Main Street closes Feburary 1, 2022) would be sought. An RFP process would need to be completed due to the higher fee.  
   Some funds have been set aside for this project if full grant funded is not secured. The project can also be done in stages, if needed.

MOTION: That the General Manager applies to My Main Street for the maximum estimate from the Steps program moved by Shawn Malvern, seconded by James Hough. Carried.

Marketing Sub-Committee  
<Marketing Sub-Committee Meeting Minutes Wednesday, January 19th, 2022 @ 11:30AM>  
<Marketing Sub-Committee Meeting Minutes Wednesday, December 8th, 2021 @ 11:30AM>

1. Christmas Market Working Group  
   A comprehensive report has been completed.  
   Scavenger Hunt was a success on the Winter Wander-land Weekend with 99 submissions.  
   $2,773.05 for the Connection Centre. Bins filled with outdoor clothing also donated.  
   “Rehearsal Day” on Friday was very helpful for the full days ahead.  
   Tangible metrics: Was there an uptick in downtown sales on that weekend? How many people attended (e.g., tracking at LOS)?  
   Having a ballot on site may give an idea on number of families. Number of marshmallows.
2. Grants and Funding Opportunities  
   Ongoing there will be a monthly update to keep everyone in the know about funds.
3. General Manager Report  
   <General Managers Report to the Board of Directors January 18th, 2022>  
   Kay Matthews from OBIAA brought another Ryerson connection to discuss our BIA for Main Street Reimagined Research.  
   Assisting Invest Stratford with the Main Street Ambassador role.  
   OBIAA Conference registration open – Board members can also attend.
4. New Business  
   Archives Building  
   Chair will get more information and bring this to the February Board meeting.  
     
   Annual General Meeting

March 22nd, 2022 virtual  
  
Lights On Stratford  
Extended to January 31st, 2022

1. Adjourn  
   Motion to adjourn the Board meeting at 8:06 P.M. moved by Heather Martin.