**MINUTES**

Board in Attendance: Pamela Coneybeare, Anne Campion, Shawn Malvern, James Hough, Rob Russell,   
Staff: Rebecca Scott

1. Call to Order – Chair
2. Adopt Agenda for April 26, 2022 Meeting.

Change to remove the expected presentation from the agenda.

MOTION: That the April 26, 2022 agenda be adopted as revised, moved by Rob Wigan, seconded by Rob Russell. 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 April 26, 2022.

1. Adopt Public Minutes of February 22, 2022 Meeting.

MOTION: That the public minutes of February 22, 2022 be adopted, moved by Shawn Malvern, seconded by Councillor Ingram. Carried.

1. Annual General Meeting  
   Thirteen business and property owners in attendance for the Zoom meeting.

Looking for information regarding the parking lot parking discussion that took place at the end of the meeting. Rob Wigan will check in with Tobin Schlegal.

Councillor Ingram followed up with the City regarding the cost of tickets in private lots. The rates are approved by the Province so the City can look into this for next year.  
Question regarding if private property owners can have a vehicle towed. The police have to be involved to have a vehicle towed. Some lots do not have towing included.  
Discussion regarding parking signage and its effectiveness took place.

1. Treasurer Report  
   Treasurer, Chair and Administrative Assistant met with Spencer Steckley and Karmen Krueger from the City Finance department to discuss efficiencies and ideas for procedure changes. The Finance department will be looking into all groups that they have a service relationship with in 2023. This could mean fees for services they provide or it could mean providing less services to these groups but no details are available yet. DD

<MARKETING Commiee MINUTES

May 28, 202

1. Human Resource Committee Update  
   The Membership Liaison and Administrative Assistant annual reviews have been completed. The rest of the Human Resource discussion is in-camera at the end of the agenda.
2. Council Update  
   Archives building – The County is hiring a consultant to give advice to the County regarding uses for the building and what would need to be done to the building for the uses.  
   Patios - There is no fee for patios for businesses that do not serve alcohol and the fee structure stayed in place for the other businesses with alcohol.

Question was asked if the members should be completing the current transportation study. Councillor Ingram suggested that everyone should visit EngageStratford.ca to complete the survey as it is about all areas of what makes up our City streets.

Question regarding the Pride crosswalk. The artist will be repairing the crosswalk. stratfordbeaconherald.com/news/local-news/repairs-investigation-planned-for-damaged-rainbow-crosswalk-in-stratford Another idea for Pride is the banners that St. Marys has installed as it lasts longer and can spread further than just one crosswalk.  
Sandwich Boards – The amendments for sandwich boards have not come to Council yet. If the BIA has any comments, they should send them through now to Jonathan DeWeerd or Taylor Crinklaw.

There will be a number of open seats for Council this fall and nominations open on Monday.   
Bill 109 and new timelines for building and planning are putting a lot of pressure on the City. The question was raised to see if the City could just put the signage by-law changes aside to help alleviate the pressure.

1. Sub-Committee Updates  
   Advocacy and Education (A&E) Sub-Committee  
   <Advocacy and Education Sub-Committee Minutes Date: Tuesday March 21, 2022>  
   <Advocacy and Education Minutes Date: Monday April 11, 2022>

MOTION: That the BIA Board makes a request to Council to establish a working group consisting of the City Clerk, members of the BIA and the BIA Council representative to bring a multi-year patio fee structure moved by Anne Campion, seconded by Pamela Coneybeare.

The fees are quite high for the patio option and it doesn’t always pay off depending on the size of the patio. Our alcohol-serving restaurant Board member did not see an issue with a tiered system since alcohol does change the sales game.

DineTO had a no-fee system for three free years and TABIA has applied for two more years from the City of Toronto (assumed Federal government funds). Toronto is also an RTO.

Some of the RTO4 funding can be applied for by the BIA and these fees may be eligible.

The Chair restated the motion for a vote. Carried

Question regarding the $5M insurance. The $5M is still in place coming from the City’s insurance company. The recommendation is to inquire with the insurance company regarding this being in place across all dining options.

Stratford Perth Pride is doing a Rainbow Washing seminar that the BIA sent out.

The A&E Sub-Committee will keep track of incidents in the downtown to see if they need to be brought to CEAT if a pattern is found. Councillor Ingram recommended that this be internal tracking at this time unless there is another need.

Beautification Sub-Committee  
<BEAUTIFICATION SUB-COMMITTEE MINUTES March 10th, 2022>

<BEAUTIFICATION SUB-COMMITTEE MINUTES April 14, 2022>

Three proposals were received for the Public Art Plan RFP. Awarding the contract was postponed with the applicants. Funding needs to be secured as a grant to cover this plan was not obtained.

Wondering about capacity for this project right now. Councillor Ingram was wondering if there is a current task list to see where projects are and how much time is still needed. There is a spreadsheet that has been provided by the outgoing General Manager.

Marketing Sub-Committee  
<Marketing Sub-Committee Meeting Minutes Wednesday, March 9th, 2022>

<Marketing Sub-Committee Meeting Minutes Wednesday, April 13th, 2022>

Downtown Stratford BIA

BEAUTIFICATION SUB-COMMITTEE MINUTES

February 10, 2022

Downtown Stratford BIA

BEAUTIFICATION SUB-COMMITTEE MINUTES

February 10, 2022

Requesting to postpone the 10 Bucks Back to the fall due to capacity. No concerns raised. The A&E Sub-Committee would like to see more support for all business sectors and this program fits that idea. Services are the next area to explore.

The Treasurer has requested a Web site and branding budget from the Sub-Committee.  
  
Carriage Rides will not be part of the BIA programming until further notice. A letter will be drafted for Thomson Carriages to let them know.

Regarding the Facebook page and what businesses are mentioned, with a specific emphasis on minority-owned businesses (Diversity month was noted for April). The Marketing Sub-Committee Chair will speak to the Social Media Lead. The A&E Sub-Committee will review.

1. Grants and Funding Opportunities  
   Tourism relief fund open through RTO4 for up to $100,000 per applicant. Ideas are the public art plan and art; and the digitalizing of Downtown Dollars. The Member Liaison will share another option for the Downtown Dollars. The funders are looking for medium-to-long-term investments. The Chair and Vice-Chair will work on a grant plan. If the City applies for a grant, it needs to be for city-wide initiatives and cannot be just downtown.  
   Destination Development Fund – The applications need to be reviewed by the BIA so the Chair and Member Liaison will review.
2. In-Camera Session  
   In-Camera session to discuss “Employment” personal matters about an identifiable individual(s) including municipal employees or local board employees (section 239.(2) (b), to adjourn to Open Session following the In-Camera session.

Motion by Rob Russell that the Board of Directors meeting adjourn to an In-Camera session to discuss “Employment” personal matters about an identifiable individual(s) including municipal employees or local board employees (section 239.(2) (b), to adjourn to Open Session following In-Camera session, seconded by Anne Campion. Carried.

\*Staff have now left.

In-camera session.

Motion by Anne Campion that the Board come out of the In-Camera session and reconvene into Open Session, seconded by Councillor Ingram. Carried.

Chair, Pamela Coneybeare, advises that the Board of Directors met in In-Camera session to discuss the following matter: “Employment” personal matters about an identifiable individual(s) including municipal employees or local board employees (section 239.(2) (b).

Motion that the BIA HR Committee begins the hiring process for a new General Manager immediately moved by Rob Russell, seconded by Shawn Malvern. Carried.

1. New Business

Motion that the Board develop and RFP for a strategic plan consultant and to include this item in the Tourism Relief Fund Grant application moved by Shawn Malvern, seconded by Anne Campion. Carried.

1. Adjourn  
   Motion to adjourn the Board meeting at 9:07 P.M. moved by Shawn Malvern.