**MINUTES**

Board in Attendance: Pamela Coneybeare, Anne Campion, Shawn Malvern James Hough, Rob Russell, Heather Martin  
Staff: Jamie Pritchard

1. Call to Order – Chair
2. Adopt Agenda for August 23, 2022 Meeting.

MOTION: That the August 23, 2022 agenda be adopted, as amended to remove the guest speaker, moved by Rob Russell, 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 August 23, 2022.

1. Adopt Public Minutes of June 28, 2022 Meeting.

MOTION: That the public minutes of June 28, 2022 be adopted, moved by Shawn Malvern, seconded by Heather Martin. Carried.

1. Welcome to General Manager Jamie Pritchard and introduction  
   <General Managers Report to the Board of Directors August 16, 2022>  
   Question regarding need for project management software at this point. Software would be the free versions at this point and would be versions with flexibility for all users and projects.  
   Question regarding an onboarding period and training. The General Manager (GM) would be the main user and staff would have a smaller role to play with the software.
2. Treasurer Report  
   Some larger expenses have come through: EDIAR funding for the Destination Stratford-led Welcoming Community Statement Project $1,500; General Manager laptop and Windows.  
   There are a couple of assets to discuss:
   * Laptop – look into donating to a not-for-profit. GM to reach out to Ryan Erb, UW.
   * iMac – ask Hyperweb if they would be interested in a trade-in for service.

Sub-Committees need to consider their 2023 projects and send them to the Treasurer for early October so a budget can be brought to the October Board meeting. Sub-Committees need to add this to their September and October meetings.

Noted that the current Board sits until the new Council appoints the new BIA Board and this could be December or January.

Question regarding lowering our tax levy request. Yes, the City will collect what we ask. Discussion around reducing the levy does not equal a lot per business and it is hard to go back for an increase. Also, we don’t know how long grants will be available as many were created due to the pandemic and we will miss these amounts in our budget and the projects that the BIA has been able to accomplish.  
An item that needs to increase in the insurance as the City will require $5M liability insurance instead of the current $2M that is held by the BIA. The Treasurer will also look into Directors’ Insurance.

<MARKETING Commiee MINUTES

May 28, 202

1. Human Resource Committee Update  
   In-camera session to follow in the meeting.
2. Council Update  
   Not present.  
     
   Ontario Business Improvement Area Association (OBIAA) has some information regarding election etiquette and the best way to follow guidelines to stay neutral. Chair and GM will take a closer look at the guidelines in order to respond to requests to speak as they come.
3. Sub-Committee Updates  
   Advocacy and Education (A&E) Sub-Committee  
   <Advocacy and Education Sub-Committee Minutes Tuesday August 9, 2022>  
   Hoping for more survey responses as it closes this week. If you know someone that should fill out the survey or would need help to complete the survey, please reach out.  
   Thirty t-shirt orders for September 30th.

Equality Inclusion Diversity Anti-Racism Welcoming Community Statement Project, including manufacturing for this section. BIA contributed $1,500 to Destination Stratford as the manager of this project. This complements the BIA EDI Policy work.  
The rest of the budget will be used for either workshops or for complementary September 30th support.  
GM will speak to the Membership Liaison Wednesday, regarding outreach for more survey responses from key businesses that have not responded. A&E will let them know.  
The idea to incentivize with a prize was brought forward, as was a deadline extension.

Beautification Sub-Committee  
<Beautification Sub-Committee Meeting Minutes Thursday August 11, 2022 9:30AM>  
A lot of movement with the plans. Public Art Plan – STEPS are doing interviews with stakeholders and looking at what policies exist and what should be in place. Another event is planned for September. Mural Project Plan – started work on 145 Ontario Street in September; STEPS is assisting with the artist agreement, checklists, promotion, engagement. STEPS invoices the BIA, and they pay the artist ($500 artist fee assistance comes to the BIA). Working on sponsorship for materials and equipment rentals.  
York Street bike repair station has been installed beside the bike corral.   
If there are changes – additions or subtractions – for BIA events, the respective sub-committee needs to be informed and each sub-committee Chair needs to be informed about how each decision would affect the BIA’s priorities. Moving forward, the mandate of Car Free Friday needs to be explored. Is it about Cycle Stratford or registering your bike or getting business owners and employees to find alternate transportation on those days (environmental focus). The GM and Membership Liaison will discuss this series of events. A strategic plan is something the BIA should look towards for the 2023 budget to assist with the BIA alignment.

Marketing Sub-Committee  
<Marketing Sub-Committee Meeting Minutes Wednesday August 10, 11:30AM>

Working towards the launch of the Web site for September 19th. Quite a few tasks to complete prior to that date.  
Did a social media boost to support the Scavenger Hunt.  
Board member social media posts have started and are assisting with Board recruitment.

The domain hosting needs to be a Board decision, not necessarily a sub-committee decision. The costs were close and now our current provider has moved the current site to another server and it is now $10 per month which is ¼ of what the rate was. There has not been any concerns with the current host. The domain was paid for in 2021 but it was not transferred to the company that the BIA uses for their current domains and is owned by a Marketing Sub-Committee volunteer. The GM will arrange a meeting with the Marketing Co-Chair and the Administrative Assistant that has experience in this area.

The Treasurer asked where the Web site spend is sitting and if there are any changes. The Chair is not aware of any budget differences to date. The timeline from Hyperweb, including handoff and training, and invoice date needs to be received. Marketing Sub-Committee members have volunteered to do site updates until the staff is trained.

Holiday Animation Sub-Committee  
Questions brought to the Board:

* Programming, EDIAR, weekend choice – busy with 2 larger markets or another date?

Idea to move the weekend to more places downtown instead of just Market Square. Huts could each showcase a different culture’s holidays. The BIA could subsidize materials.

Support shown for keeping the weekend the same. It could be a tough holiday season for businesses and customers, offering free programming would be great for the community and to bring people downtown. Market Square will not be available once LOS starts installation. Tree decorating is an idea from the Distillery District’s holiday engagement.  
GM will bring the notes to the Sub-Committee. Anne Campion will join this group and will ask Alison from Distill to assist.  
LOS has agreed that Market Square set-up could be pushed to December 5th, if needed.

Board Recruitment  
Waiting on revised application from the City Clerk in order to promote and include the link to the application. Board recruitment will be in each newsletter, on social media, etc.

Downtown Stratford BIA

BEAUTIFICATION SUB-COMMITTEE MINUTES

February 10, 2022

Downtown Stratford BIA

BEAUTIFICATION SUB-COMMITTEE MINUTES

February 10, 202

1. Grants and Funding Opportunities

GM will look into an Ontario Trillium Grant for 2023 as a co-applicant.

1. In-Camera Session 8:31 P.M.  
   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 Pamela Coneybeare 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.

\*Recording Secretary has now left.

In-camera session.

\*GM stayed to present until 8:37pm

Motion by Anne Campion that the Board come out of the In-Camera session and reconvene into Open Session, seconded by Rob Russell. 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).

The Chair advised that in the in-camera session, the Board directed the Human Resources Committee to draft a new Letter of Employment and updated job description for the Social Media Coordinator position by September 15th (the current contract expires October 31).

1. Adjourn  
   Motion to adjourn the Board meeting at 9:26 P.M. moved by Rob Russell.