**MINUTES**

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

1. Call to Order – Chair
2. Adopt Agenda for June 28, 2022 Meeting.

MOTION: That the June 28, 2022 agenda be adopted, moved by Shawn Malvern, seconded by Anne Campion. 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 June 28, 2022.

1. Adopt Public Minutes of May 24, 2022 Meeting.

MOTION: That the public minutes of May 24, 2022 be adopted, moved by Rob Russell, seconded by Heather Martin. Carried.

1. Treasurer Report  
   The insurance coverage charge has come in and is higher, as budgeted. It was noted that there is no official Director’s insurance. It was recommended that the BIA increase their policy from $2M to $5M. The BIA is not interested at this time but will do so when requested by the City (this could happen if the BIA holds an event).  
   DocuSign has been started by the Treasurer, Membership Liaison and Administrative Assistant. Still working on the overall procedures as everyone gets used to the system.

Question was raised about not having Director’s insurance and if that is a liability issue. The answer was yes that this is something that should be looked into.

A question regarding if a DocuSign account is needed for someone else to sign in case the Treasurer was unavailable. The answer is no, there is no need for an account to do this.

<MARKETING Commiee MINUTES

May 28, 202

1. Human Resource Committee Update  
   In-Camera Session 6:26 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 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 Shawn Malvern that the Board come out of the In-Camera session and reconvene into Open Session, seconded by Heather Martin. Carried. 6:48 P.M.

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 accepted the recommendation from the Human Resources Committee to send an offer of employment to the selected BIA General Manager candidate.

1. Council Update  
   Councillor Ingram not present but left notes for discussion.  
   Municipal Accommodation Tax came to Council June 27th, including the notes from the BIA from the survey to the accommodation members. Councillor Ingram added a friendly amendment to the Motion to include the BIA as a communication resource to businesses.

Sidewalk boardwalks came up at the Council meeting as a downtown business owner has reached out to Councillors regarding how the boardwalks are negatively impacting non-restaurant businesses. The business said that their opinion has not been collected when these items are being implemented and would prefer a hand-delivered survey instead of e-mail. This is a consideration if there are businesses that are having concerns about on-line surveys.

The thought came up that a retail Board member may wish to reach out to the business that the group is aware of since they are also a retail business. The Board and staff have addressed this business multiple times so there does not seem to be a win here.

Some revisions to the survey and e-mail wording to invite feedback may be helpful.

One item that may be helpful to address is the difference between the importance of foot traffic versus designated parking spots for your business.

There were some safety concerns noted in the information to Council that could be looked into further.

1. Sub-Committee Updates  
   Advocacy and Education (A&E) Sub-Committee  
   <Advocacy and Education Sub-Committee Monday Jun 13,2022>  
   National Day for Truth and Reconciliation: Working on an orange shirt ordering program for businesses to purchase the clothing for their teams. This will be sent out to members soon.

July 1st social media posting: There was an agreement to post what is happening in Market Square and a post regarding solidarity with the Indigenous Community. A suggestion to send ideas to the members about how they could support the Indigenous Community on July 1st. Wording about “celebrating” should be removed from the posts and pointing out that many businesses are open. An opening line for each post could address why there are two posts – support the businesses and acknowledging the education of the day.

Beautification Sub-Committee  
<Beautification Committee meeting minutes June 6th>

STEPS Art Plan Policy work has begun. A walk was held with STEPS. Waiting for initial results of the walk and the survey. It was agreed that a representative from the BIA should attend the meetings that STEPS holds with various organizations.

I HeArt Main Street grant was applied for to put towards the mural. Some items need to be worked out like maintenance, artist agreements, façade improvements, etc. Met with the artist and the wall owners, and a colour palette was sent to the wall owners who are not thrilled with the colours suggested.  
Car Free Friday location – Moving around each time or staying at the new repair station? Staying with the closest café, revel, or moving that option around? Suggested to move the location around and take the opportunity to ask people where they would like to see the second repair station installed. Inquire with other cafes for the coffee. Need to put a branded tent into our branding wish list.

Marketing Sub-Committee  
<Marketing Sub-Committee Meeting Minutes Wednesday June 8, 11:30AM>

The Social Media Lead is working on Board and staff images for the new site. Book yours.

Print materials for the BIA – A question about not printing paper directories and the larger directories. The new site will have tags to signify the businesses accepting Downtown Dollars and the entire membership. The option could be to ask the purchaser if they need a directory and an envelope.  
The large yellow directories need to be thought through – What is the content, should the panels be changed to match the new wayfinding? The Marketing Sub-Committee will look into this at their next meeting and decide what to clean versus what to change. Wayfinding and the look of new ground signage could also be considered an extension of/in collaboration with the Public Art Plan and vision.  
New branding will be launched with the revised site.

Board recruitment was discussed. Are we able to meet in person again? Will a meal be offered again? Networking and social time can be important. Times of meetings can be a challenge with different sectors. The Chair will work on information to provide to prospective Board members. The A&E Sub-Committee will review the Board application to make that a smoother process.

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

Grant for $55,000 Public Art Plan, Public Art deliverable and the moving of outdoor dining tables and Porous Pave pads has been obtained. Each project needs to be budget-tracked well for the Treasurer to manage, especially with building the 2023 budget.

1. New Business  
   August Board meeting? The Board agreed that there are many reasons to have the meeting.

Vandalism downtown – Should the recent instances be highlighted or looked into in some way? The DEN (insurance claim for stolen items and break-in) and High Times (suspect caught, nothing stolen but glass was broken), both on Downie Street. The last three businesses with major concerns have been from a less-dominant culture. A suggestion to speak to the police to see if this is a trend and if there are any suggestions for businesses to protect themselves. This will be taken on by the A&E Sub-Committee. There seems to be similar concerns in other BIA’s based on their Sub-Committees and Working Groups listed on their sites.

SpringWorks Festival has sent a request for $1,700 in funding to the BIA for stilt walkers for their August festival weekend. The BIA does not have funds set aside to fund projects from other organizations. SpringWorks was not successful with their DDF grant application.  
The BIA funding policy was reviewed. There was a lot of sentiment around setting a precedent by funding any organization and what the repercussions may be when others want the same funding. A business that pays into the tax levy may be viewed as more palatable. There was nothing budgeted like this for 2022. A sponsorship plan should be created for the BIA before giving out any funds in this way so no funding will be offered at this time.

1. Adjourn  
   Motion to adjourn the Board meeting at 8:51 P.M. moved by Heather Martin.