**MINUTES**

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

1. Call to Order – Chair
2. Adopt Agenda for May 24, 2022 Meeting.

MOTION: That the May 24, 2022 agenda be adopted, moved by Rob Russell, 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 May 24, 2022.

1. Adopt Public Minutes of April 26, 2022 Meeting.

MOTION: That the public minutes of April 26, 2022 be adopted, moved by Shawn Malvern, seconded by Heather Martin. Carried.

1. Motion to Reconsider  
   MOTION: That the Board reconsider the April 26th 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 Pamela Coneybeare, seconded by Anne Campion. Carried unanimously.
2. Presentation  
   AJ Adams – Stratford Perth Pride

Question regarding sending out a newsletter about the Pride decorating contest. The Rainbow Washing webinar link can go in the stand-alone Pride contest newsletter, as well.

Question regarding how the projects are funded. Fundraisers, sponsors, and now that they are incorporated, they are eligible to apply for grants. Plan to apply for charity status in the next couple of years.

Pride March is June 5th 1pm Tom Patterson Theatre to Upper Queen’s Park for a Cirquesmith performance and then a concert at Gallery Stratford with theatre performers.

It was noted that when Pride events are cost-prohibitive, it excludes a portion of the demographic and seem geared to a specific income level.

1. Treasurer Report  
   A large amount of Downtown Dollars are being redeemed so far this year. This is relative to people getting out and spending more money, and also people using gift cards and points for purchases right now.  
   There is grant revenue in the 2022 budget that $12,000 was paid in 2021 which frees these funds up for other 2022 projects. Suggestions are the rebranding tactile items like envelopes, business cards and Downtown Dollars (Treasurer asked for a budget) and the rest of the Web site expenses.

<MARKETING Commiee MINUTES

May 28, 202

1. Human Resource Committee Update  
   The General Manager position was posted last week and resumes are being put into A and B folders based on experience and best matches.  
   Question regarding how many Board members are involved in the interview stage. Three people was suggested. The Treasurer was suggested to participate due to the financial component of the position. This may work best for the second round and someone that participated in the first round would step away.
2. Council Update  
   Not present.
3. Sub-Committee Updates  
   Advocacy and Education (A&E) Sub-Committee  
   <A&E Meeting Minutes May 09, 2022 @ 5:30pm via Zoom>

Three Sub-Committee members have stepped down from the sub-committee. A reminder that as many BIA members as possible should make up the sub-committees as this gets them invested in what the BIA does and prepares possible new Board members.  
The diversity, equity, inclusion and anti-racism policy has begun. A meeting with the Board is needed to get that stage of the work completed – this can be virtual and in-person. The goal of the policy is to set how each action the BIA does is reflected with a DEIAR lens. A time will be scheduled and circulated.  
It is important that Stratford Perth Pride direct what goes into the BIA newsletter, rather than the BIA telling our members what we or they want - in their voice.

Beautification Sub-Committee  
<BEAUTIFICATION SUB-COMMITTEE MEETING MINUTES May 12th, 2022>  
STEPS was awarded the contract for the Public Art Plan. There are three parts to the proposal and this one was the most community-focused. Some concerns have been expressed regarding not getting the most professional art outcome from this process. The proposal will result in a custom plan for the public art that we can execute based on the guide that is received. The 13-week timeline includes community engagement which may land in July and the Board is hoping that the new General Manager may be able to take this on. Working on where in the budget STEPS funding will come from if the Tourism Relief Fund grant is not successful.  
Mural project is still moving with a hopeful meeting with a new downtown location.  
Bike repair station should be in place this week.

Marketing Sub-Committee  
<DS BIA Marketing Sub-Committee Meeting: May 11>

Downtown Stratford BIA

BEAUTIFICATION SUB-COMMITTEE MINUTES

February 10, 2022

Downtown Stratford BIA

BEAUTIFICATION SUB-COMMITTEE MINUTES

February 10, 202

Board member photos for the Web site and social media need to be executed in the core.  
Question regarding targeted launch date for the Web site. Working on content but no exact date available yet.  
A request that business owners will want to see any changes to their Google listing text that will be posted on the BIA site. The listings will be reviewed after launch and members may wish to update their own listing copy.  
Downtown Dollar reprint is needed and clarification is needed about how to move forward. The Marketing Lead will reach out to the Web company for timelines but the Administrative Assistant will order enough Downtown Dollars for two months. The Administrative Assistant will also reach out to Red Hot Creative regarding the cost to change out the logo and change the Web site and name; and about getting the design files. We will consider a printer that is closer to Stratford based on the security of this currency and the environmental impact.

1. Grants and Funding Opportunities  
   The decision for the Tourism Relief Fund should be available on May 31st.  
   The Destination Development Fund decisions were made with RTO4 and Destination Stratford. Six projects for $30,000 in funding were approved and need to be executed this calendar year.  
   Destination Stratford is still hoping to complete the Boathouse Washroom Project but are still looking for additional funding and are reworking the RFP to reduce costs.
2. New Business  
   The Advocacy and Education Sub-Committee has been in touch with Councillor Ingram to work on a revised application for being part of the BIA Board that is more accessible to potential applicants. Councillor Ingram is taking this to the Clerk’s Department.

Interest in the budget revenue is accruing on money for Downtown Dollars that are sold but not redeemed at 1.35%.

The City is looking to create Memorandums of Understanding for the Advisory Committees of Council as there is nothing currently in place.

Car Free Friday, June 3rd World Bicycle Day off of Market Place at the bicycle repair station.

Board terms are done in October and the BIA needs applicants. If the Board members have anyone in mind to speak to, that would be helpful in this process.

1. Adjourn  
   Motion to adjourn the Board meeting at 8:08 P.M. moved by Heather Martin.