**MINUTES**

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

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

MOTION: That the October 25, 2022 agenda be adopted, as amended to include a New Business item regarding a sponsorship request from Lights on Stratford, moved by Anne Campion, 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 October 25, 2022.

1. Adopt Public Minutes of September 27, 2022 Meeting.

MOTION: That the public minutes of September 27, 2022 be adopted, moved by Heather Martin, seconded by Anne Campion. Carried.

1. Kevin Bonnell, City of Stratford Manager of Diversity, Equity and Indigenous Initiatives  
   Question regarding size of the team. Right now there is an accessibility team member. Imagines growing dramatically to include social services and other departments. A collaborative effort within the organization.  
   Question regarding the mention of the current work being internal but does this internal work involve the community or that you want to partner with the community and have more collaborative work happening. Is there anywhere in your role that you could see that Council would want an advisory board that is specific to your work. First, Mr. Bonnell wants to learn more about the community and the needs and keeping to a phased approach to thinking intentionally about collaboration once the equity work within the organization is secure. Also aware that equity-seeking organizations are continually stretched into many volunteer roles.  
   Question regarding the equity lens on new developments, ideas or issues going forward. That is the goal – to get people to think about equity before the project starts, or if that step is missed, to get equity in as soon as possible. People need to be comfortable making a mistake but to keep working towards equity.  
   Having small wins to start makes people more confident in their own equity journey.
2. Treasurer Report  
   Sub-Committee Chairs need to let the Treasurer know what expenses are still outstanding for the year and get invoices in as soon as possible.  
   Recommendation from the Treasurer that Financial Statements be approved as soon as they are available from the City for each fiscal year and posted on the BIA site once approved. The Treasurer will contact the City for past Financial Statements to also post with 2020.

Motion: That the DTS BIA Board of Directors accepts and approves the 2020 DTS BIA financial statements, as provided in the Board meeting package, moved by Shawn Malvern, seconded by Anne Campion. Carried

MOTION: That the Board move another $1,000 from D275 Community Engagement to D201 Office Operations in the internal budget to cover printing of the new Downtown Dollars, moved by Shawn Malvern, seconded by Rob Russell. Carried

Working on the 2023 budget and there is currently a $17,000 deficit while the sub-committee works through their 2023 projects. Sub-committees need to submit their budgets and see if there are savings that can be found. An idea regarding a regular levy increase annually to keep up with the increases in costs from year-to-year, as opposed to a big catch up.

A Finance Committee meeting will be called for either November 14th or 15th offline to finalize the 2023 budget that will come to the November Board meeting. Sub-Committee numbers need to be to the Treasurer by November 11th.

<MARKETING Commiee MINUTES

May 28, 202

1. Human Resource Committee Update  
   Meeting with all staff, including Sara Bradford in her new role, has taken place.  
   The BIA Policy Manual is being added to in regards to Human Resources and Confidentiality agreements and will brought to the November Board meeting for approval.
2. Council Update  
   Not present.
3. Sub-Committee Updates  
   Advocacy and Education (A&E) Sub-Committee  
   <Advocacy and Education Sub-Committee Meeting Minutes Date: Monday, October 17, 2022>   
   Both community consultations for the EDIAR Policy have been completed. Mending the Chasm are working on the draft policy which will come back to the sub-committee. Still hoping to have the draft for the Board by the end of the year.

Beautification Sub-Committee  
<Beautification Sub-Committee Meeting Minutes Thursday October 13, 9:30AM>  
STEPS Public Art Plan draft was received and they are seeking feedback. The Plan will come to the Board at the November Board meeting. The draft will be sent to all Board and staff.  
  
Waiting on the Ontario Street mural plaque.  
  
Checking on how the snowflakes are functioning before they go up. The General Manager is speaking to Destination Stratford regarding their Lights On Stratford Light Trail that includes part of the usual downtown snowflake poles.

Marketing Sub-Committee  
<Marketing Sub-Committee Meeting Minutes Wednesday October 12, 11:30AM>  
Will use the 10 Bucks Back funds towards promotion for Winter Wander-land and Downtown Dollars (radio and print ads).

2023 budget is complete but will reassess for some savings.  
  
Holiday Animation Working Group  
37 businesses have signed up to be in the Winter Wander-land Guide. 30 businesses who would like their windows animated.  
Volunteer sign-up will be sent out this week for the Winter Wander-land weekends.  
Consider making this a continuous Sub-Committee that meets earlier to start planning.  
Amy Bannon has been hired for graphic design. Vicki Schofield designed artwork.

Garland sales are only at 20 orders but 30 are needed. A reminder will be going out and the quality will be questioned for our information.

Note that the City’s Santa Claus Parade will be on December 4th. The Perth County Players performances of Miracle on 34th Street will be good for carousel traffic.

Downtown Stratford BIA

BEAUTIFICATION SUB-COMMITTEE MINUTES

February 10, 2022

Downtown Stratford BIA

BEAUTIFICATION SUB-COMMITTEE MINUTES

February 10, 202

1. General Manager Report  
   <General Managers Report to the Board of Directors October 18, 2022>  
   Three benches with advertising were planned in the downtown/Heritage District, however, two will not be placed, although the cement pads are in place. The bench outside of Shoppers Drug Mart has been placed and there is a one-year contract for the advertising. A conversation could be had with the City regarding the Public Art Plan and Municipal Cultural Plan and how they can direct a more engaging and vibrant downtown. The General Manager will reach out to any businesses that may be affect by the bench that is staying.
2. Board Recruitment

Social media posts have been sent out. Current Board needs to re-apply for their space as soon as possible. The Administrative Assistant will reach out to the City Clerk regarding how many applications have been received and if those applicants can be invited to the November Board meeting.

1. Grants and Funding Opportunities  
   Received the notice that the Tourism Relief Fund grant can officially be spoken about - $55,000. A press release template has been received and can be revised to include what the BIA is spending the money on. Looking at public art animation projects to use the rest of the funding by the end of 2022. Acknowledgement of the funding on the related projects now needs to be completed. The rest of the funds will be received in January, unless requested sooner.
2. New Business  
   Remembrance Day broadcast support request has been received.

Motion: That the BIA sponsor the Remembrance Day broadcast with $750 moved by Pamela Coneybeare, seconded by Rob Russell. Carried  
The General Manager will reach out to confirm and to provide the updated logos.

Lights On Stratford funding request received for primary sponsorship of *The Pool* in Market Square with a $10,000 investment. A request will be made to Destination Stratford to request these funds earlier in the year, including trying to align our holiday animation activities.

Motion: That the BIA agrees to the Lights On Stratford $10,000 sponsorship request for primary sponsorship of *The Pool* in Market Square to animate and bring traffic downtown moved by Anne Campion, seconded by Pamela Coneybeare. Carried

The General Manager will reach out to Destination Stratford with this result and with the request to work closer together on these projects, including first-right-of-refusal annually. The General Manager and Chair will work on getting more of the Tourism Relief Fund paid out in order to assist the 2022 budget.

1. Adjourn  
   Motion to adjourn the Board meeting at 8:52 P.M. moved by Heather Martin.