**MINUTES**

Board in Attendance: Pamela Coneybeare, Anne Campion, Shawn Malvern, Rob Russell, James Hough, Heather Martin, Councillor Ingram\*  
Staff: Jamie Pritchard, Kim Griffiths  
Public: Alan Kasperski

1. Call to Order – Chair
2. Adopt Agenda for September 27, 2022 Meeting.

MOTION: That the September 27, 2022 agenda be adopted, as amended to include an in-camera item regarding an identifiable individual, plus new business items to include marketing in public sport centres and transit advertising agreement, 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 September 27, 2022.

Rob Russell noted that as a Council candidate, anything pertaining to questions that will be put forward to candidates he would not participate in the discussion or exit the meeting.

1. Adopt Public Minutes of August 23, 2022 Meeting.

MOTION: That the public minutes of August 23, 2022 be adopted, moved by Heather Martin, seconded by Shawn Malvern. Carried.

1. Expected presenting guest did not attend.
2. Treasurer Report  
   Website expenses will be added into the budget that will put us over on D260, however, there is grant funding to offset.  
   Mural expenses will also come in soon as that project wraps up.  
   Office operations are getting close to the budgeted amount and there are more to come.  
   MOTION: That the Board move $1,000 from D275 Community Engagement to D201 Office Operations in the internal budget, moved by Shawn Malvern, seconded by Pamela Coneybeare. Carried

Anticipating $10,000 in the 2023 budget for the digital Downtown Dollars project. This $10,000 will need to be pulled from another budget line to not increase the tax levy.  
Wendy Partridge will send out exact timelines for 2023 budgets to be due to the City.

\*Councillor Ingram is now present.

2020 BIA Financial Statements have been received by the Treasurer today, 2021 will be received shortly. The Treasurer would like the statements approved by the Board. This has not been done in the past.

Sub-Committee budget items need to include HST when submitted.

Invoices received from the City – one is for maintenance, the other is for maintenance, repair and storage. There is a grant that can cover transportation and storage, however, the amounts paid have not been used for the picnic tables so likely not applicable.

Costs for the businesses for the digital Downtown Dollars being relayed to them? A working group would be put together with businesses and staff to investigate this project, an RFP would go out to get the right vendor in place. The first step is to get the amount into the 2023 budget. The process could take longer than next year.

Is the strategic plan being placed in the 2023 budget? This is also being allocated in 2023.

<MARKETING Commiee MINUTES

May 28, 202

1. Human Resource Committee Update  
   A couple of changes to Human Resource policies will take place and will be distributed and discussed with staff.  
     
   Staffing and ancillary costs for 2023 need to be forwarded to the Treasurer.
2. Council Update  
   National Day of Truth and Reconciliation ceremony taking place in front of City Hall on September 30th from 1:30-2:30pm with the Deputy Mayor and Indigenous speakers.  
     
   Land Acknowledgement work is being done, working towards meaningful impact.  
     
   Council power has been switched to the CAO to keep operations moving until there is a new Council in place.  
     
   2020 Financial Statements are complete for the City and there were no surprises.  
     
   Gratitude was expressed to the City for listening a year ago regarding the acknowledgment of the National Day for Truth and Reconciliation.  
     
   Interested in having Kevin Bonnell, new DEI Director, speak to the Board or A&E.  
     
   Social Services numbers shared:  
   # of current households permanently housed in Supported Housing of Perth Program: 44

# of households housed into permanent housing from January to July 2022: 35

# of households experiencing homelessness from January 2022 to July 2022 151 from 167

# of unique households assisted with rent arrears January to September 2022: 71

1. Sub-Committee Updates  
   Advocacy and Education (A&E) Sub-Committee  
   <Advocacy and Education Sub-Committee Agenda Date: Monday September 12, 2022>   
   Waiting on the next steps from Mending the Chasm on the EIDAR Policy.  
   Working on additional pieces for the business welcome package including vandalism steps.  
   New sub-committee member from the community-at-large joining in October.  
   EDIAR survey draw will be completed by Anne Campion.  
   Anne Campion will speak to Kevin Bonnell regarding orange shirts for 2023.

Beautification Sub-Committee  
<Beautification Sub-Committee Meeting Minutes Thursday September, 9:30AM>  
The mural could be done this week. The wall is on Ontario Street at The Bowl Bar. Photo opportunity for artist, sponsor, collaborators is Thursday 9:30 A.M. Photographer Kris Kleist. Arranged by steps.  
Wrapped the last community engagement piece for the Public Art Plan with steps. All information will be used to create the final report, hopefully by the October Board meeting. Twenty-four stakeholders participated in the public engagement event.  
The sub-committee is open to receiving ideas from other Board members.

Marketing Sub-Committee  
<DTS BIA Marketing Minutes September. 14, 2022>

Website was launched. Contest will be launched to increase site traffic – looking at using the vintage photos that were recently moved from slides to digital files.  
Directories are being updated, including a QR code to access the site’s directory.  
Downtown Dollars also include a QR code to the businesses that accept the Dollars.  
Board Recruitment will continue in the October newsletter.  
A special meeting will be held to discuss the cost of printing the new Downtown Dollars.  
  
Holiday Animation Sub-Committee  
Drea Kerr and Alison Skinner joined the first meeting. Oonagh Vaucrosson may join, as well.  
Carousel is $16,000 for one weekend, $18,075 for two weekends. One or two? This requires twice the volunteers. Fire pit volunteers will also be needed.

Looking to create a passport that would require 20 stamps from purchases made for prizes. No limit on the number of participating businesses. No prize donations needed.  
Spot the Santa would run for December. Approach Stratford Public Library to consider offering programming regarding other holidays around the end of the year.  
Use of the huts for long-term use around the BIA is being explored.  
Does the BIA need $5M insurance for this event? This is unknown at this time.  
The donation kiosk that was out last year will also be included this year. Warm clothing collection will also be repeated.  
The businesses will be encouraged to animate their windows with their traditions. An idea came forward about doing themes with windows, which could be groups of colours, etc.  
A question regarding having an artist design the passport being covered by the grant funds. This sounds like something that would qualify for that funding.  
There was a thought that 20 stops on the passport might be a bit high for typical spending. Negative connotation with the name “Passport” and there is another passport being sold.  
The Beautification Sub-Committee will take on the hut exploration for 2023 ideas. Include the police in the conversation based on chosen locations.

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 September 20, 2022>

Sandwich board sign by-law standard sizes that are available need to be considered but if a business wants to create their own sign, they could do so within the size parameters. Also looking for the sign by-law fee to be one-time and not annual.  
In January, the BIA will participate in the new Council “speed dating” session for the new Council to get to know the BIA and other City Advisory Committees (and City departments). The printed piece is due this week that also goes to the new Council. The presentation should have two people from the BIA there from 9am-2pm.  
The Chamber has asked if BIA representatives would like to attend the Business Excellence Awards. Let the General Manager know if you would like to attend on October 13th.  
Looking to move our older technology along. The laptop may be able to be moved to the United Way. The iMac is worth about $200 at this point. The BIA is not allowed to sell off assets so it would make sense to check with all staff to see if they would like to use it. If the computer is being used remotely, an agreement will need to be signed by the user. The City would have an example of this policy to refer to. The Administrative Assistant will contact the City about this policy.  
A request from Rotary Stratford has come in to request $100 in Downtown Dollars for the Dave Blackburn Memorial Car Rally this weekend. A policy regarding donations of Downtown Dollars needs to be created.

MOTION: That the BIA donate $100 in Downtown Dollars to the Dave Blackburn Memorial Car Rally, moved by Shawn Malvern, seconded by Pamela Coneybeare. Carried.

1. Board Recruitment

Revisions made to the recruitment piece. Anne Campion spoke to Tatiana Dafoe, City Clerk, who shared that it is the City’s responsibility to recruit Board members, not the BIA’s.  
They are not making changes to the application this year but are looking into these items next year. It was discussed that the City does not recruit for you but they accept applications. The deadline information will go out in October. A link to the BIA site has been added to the City’s application page.

1. Grants and Funding Opportunities  
   No update.
2. New Business  
   Marketing energy into local facilities, especially in the quieter months, e.g., the Rotary Complex, Dufferin Arena. The BIA has tried to capture these audiences over the years but there is not a consistent focus. There are a lot of opportunities. Marketing will discuss.  
   Transit Bench Agreement – the City has entered into an advertising contract in exchange for benches and revenue. There were three downtown locations to be included but when inquiries happened, there were no downtown locations open to advertising. The Board agreed that they would not want to see ads on benches downtown. Heritage Stratford would also need to get involved since this is advertising on public property. Businesses need to follow a lot of rules about advertising so all rules should apply. Councillor Ingram will reach out to Michael Mousley, Transit Manager, with the questions about the downtown benches and will copy the Chair and General Manager.  
   Boardwalks - A message from a member business came in regarding a slip and fall on a slippery, wet boardwalk. The recommendation from Councillor Ingram to send the concern to Joan Thomson, the City’s CAO. The General Manager will do this and copy the Chair.
3. In-Camera Session 8:54 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 Councillor Ingram. Carried.

\*Recording Secretary and BIA staff have now left.

In-camera session.

Motion by Rob Russell 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: 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 made a recommendation to the A&E co-chair and HR committee with regards to sensitively sharing with staff the results and comments from the EDIAR survey.

1. Adjourn  
   Motion to adjourn the Board meeting at 9:27 P.M. moved by Rob Russell.