

Downtown Stratford

Board of Directors Meeting November 22, 2022

6:15 P.M. via Zoom

MINUTES

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

Staff: Jamie Pritchard, Kim Griffiths, Sara Bradford

Public: Carly Douglas

1. Call to Order – Chair

2. Adopt Agenda for November 22, 2022 Meeting

MOTION: That the November 22, 2022 agenda be adopted, as amended to include an in-camera session at the end of the meeting, moved by Anne Campion, seconded by Rob Russell. Carried.

3. 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
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None declared November 22, 2022.

4. Adopt Public Minutes of October 25, 2022 Meeting

MOTION: That the public minutes of October 25, 2022 be adopted, moved by Shawn Malvern, seconded by Heather Martin. Carried.

5. Guest – Oonagh Vaucrosson, Community Equity Action Team (CEAT)

Any specific steps or actions to be part of the community? Does this mean organizations like the BIA or the public? It is interacting with clubs, groups and individuals. Community building is part of the work of being in the community, but CEAT can't tell you what to do, just do something.

As we're developing more resources to share with our membership, is one of the resources connecting directly with CEAT? CEAT has found themselves in the role of a go-between and accept that role wholeheartedly.

6. Treasurer Report

In 2022, we're at 78% of the budget spent to-date. Expenses need to be in early enough to be processed – in the next 2-3 weeks.

<2023 BIA Draft Budget>

2023 draft budget – no increase to the tax levy, added strategic plan and digital downtown dollars. Grant revenue was discussed as hopefully offsetting additional costs of special projects and new programs (like the strategic plan, digital Downtown Dollars) as all increases to operational costs were calculated in as being covered by tax levy.

MOTION: That the 2023 budget be approved for sending on to Council moved by Shawn Malvern, seconded by Anne Campion. Carried.

The BIA will honour a Remembrance Day one-time wreath donation request for a smaller \$90 wreath from D205.

7. Human Resource Committee Update

Human Resource Policy has been added to the larger BIA Policy.

MOTION: To approve the current BIA Policy Manual as-is to include the update Human Resources Policy moved by Pamela Coneybeare, seconded by Anne Campion. Carried.

The confidentiality agreement needs to be added and the sections regarding sponsorships and funding need to be updated and approved by the Board. The General Manager will work on updating the sponsorship draft for presenting to the Board.

8. Council Update

No current representative.

9. Sub-Committee Updates

Advocacy and Education (A&E) Sub-Committee

<Advocacy and Education Sub-Committee Meeting Minutes Date: Monday, November 14, 2022>

Meeting with Mending the Chasm next week. Hoping to bring the Equity, Inclusion, Diversity, Anti-Racism (EIDAR) Policy to the current Board. This may be a special meeting of the Board. 2023 plan to provide resources and workshops for the membership and staff.

Beautification Sub-Committee

<Beautification Sub-Committee Meeting Minutes Thursday November 10, 9:30AM>

Final Public Art Plan expected from STEPS for approval.

Large directory updates – require \$218 to cover all of the 2022 upgrades for 7 signs from D238, not just the D235 funds.

Marketing Sub-Committee

<Marketing Sub-Committee Meeting Minutes Wednesday November 9, 11:30AM>

Reallocated some promotion budget to some other projects.

January social media contest.

Bought digital screen space with the City – community venues.

Currently running Downtown Dollar campaign – public/corporate – and Winter-Wonderland.

Question regarding the target for Downtown Dollar sales. No specific target. Administrative Assistant reached out to 2021 purchasers over \$500.

Question regarding the metrics from the new site. Provided at the next Board meeting.

10. Holiday Animation

Ordering more guides and stickers due to demand.

Window art is going well – students are enjoying the experience and are getting paid.

Festive Fridays starts this Friday. Business-to-business sales experience.

Snowflakes went up on Sunday. Gaps are for Lights On Light Trail. Poles with proper outlets are needed for 21 more snowflakes.

Digital, print, social media and radio ads start soon.

Currently over budget by \$328.

11. General Manager Report

<General Managers Report to the Board of Directors November 22, 2022>

No signage permits left unapproved since the changes took place.

Two advertising benches were removed from downtown, the one beside Shoppers is staying. The BIA will rent the bench advertising for the next year starting December 15. Artwork needs to be decided and created. Each change throughout the year will be \$200 for the artwork. The group is interested in public art on the bench, a generic downtown message, or a vintage downtown image. A consensus for a vintage photograph with the logo short-term.

12. Board Recruitment

Currently 2 applicants and 1 staying on. A Council representative will be appointed. Quorum is 5 and the maximum Board size is 9. An applicant is interested but Tuesday evening does not work for them. They will be contacted regarding the possibility of having a different meeting date and time. It was pointed out that support staff also need to be available. November 28 Councillors are appointed to the committees. December 12 the Board members are appointed to their respective Boards.

13. Grants and Funding Opportunities

General Manager working on the Tourism Relief Fund grant reporting.

14. New Business

Process item - Task List to Board a few days after the Board meeting. The General Manager will keep a task list to share with the Board after each meeting. The Administrative Assistant will send the draft minutes to the General Manager once the Chair has reviewed.

Holiday social for Board and staff and/or membership – Wait until January to host this.

Subcommittees can meet in December, if they have projects to wrap up or plan for.

Destination Stratford is interested in businesses staying open late January 20 and 27 as the final push for Lights On Stratford (open late, stay late). Perhaps giving members ideas on how to capitalize on Lights On for their business and let them decide what they do. A reminder that these new visitors may not spend a lot of money during this visit but that doesn't mean that they won't next time they have time and money – it's an introduction. A membership survey will be conducted to see what the uptake will be.

Carousel is in Market Square Friday 3-5pm and interested in a Board and staff video.

If everyone can share the BIA social media posts regarding the upcoming programming. Also, say you're "coming" to the Facebook event.

The Social Media lead will be in touch with Board member businesses that give Downtown Dollars as gift for their staff for a photo shoot.

15. In-Camera Session 8:37 P.M.

In-Camera session to discuss 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 Shawn Malvern that the Board of Directors meeting adjourn to an In-Camera session to discuss 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 Rob Russell. Carried.

*Recording Secretary and BIA 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 Rob Russell. 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). Chair advised that direction will be given to the General Manager in regard to meeting with an identifiable individual and seeking counsel from City of Stratford staff.

16. Adjourn

Motion to adjourn the Board meeting at 8:55 P.M. moved by Rob Russell.