**MINUTES**

Board in Attendance: Shawn Malvern, Carly Douglas, Stephanie Theodoropoulos, Megan Chisholm, Jennifer Birmingham, Kiersten Hatanaka, Councillor Burbach

Staff: Jamie Pritchard, Kim Griffiths, Sara Bradford

1. Call to Order – Recording Secretary
2. New Board Member Introductions and Orientation
3. Review Governance including Executive Election Process
4. Executive Committee Election  
   Recording Secretary declares Nominations Open for Chair.  
   Recording Secretary asks for Nominations.  
   Shawn Malvern would like to stand for the Chair position.  
   Recording Secretary asks for any further nominations. Seeing none.  
   Recording Secretary asks for motion to close nominations for Chair. Councillor Burbach closes nominations for Chair, seconded by Carly Douglas.  
   Recording Secretary asks for all those in support of Shawn Malvern as Chair to raise their hand. Shawn Malvern is declared as Chair for the current year.

Newly elected Chair declares Nominations Open for Vice-Chair.  
Newly elected Chair asks for Nominations.  
Stephanie Theodoropolous would like to stand for the Vice-Chair position.  
Newly elected Chair asks for any further nominations. Seeing none.  
Newly elected Chair asks for motion to close nominations for Vice-Chair. Councillor Burbach closes nominations for Chair, seconded by Carly Douglas.  
Newly elected Chair asks for all those in support of Stephanie Theodoropolous as Vice-Chair to raise their hand. Stephanie Theodoropolous is declared as Vice-Chair for the current year.  
  
Newly elected Chair declares Nominations Open for Secretary.  
Newly electedChair asks for Nominations.  
Shawn Malvern nominates Kiersten Hatanaka for the Secretary position.  
Newly elected Chair asks for any further nominations. Seeing none.  
Newly elected Chair asks for motion to close nominations for Secretary. Jennifer Birmingham closes nominations for Secretary, seconded by Carly Douglas.  
Newly elected Chair asks Kiersten Hatanaka if they wish their Nomination to Stand. Agree.  
Newly elected Chair asks for all those in support of Kiersten Hatanaka as Secretary to raise their hand. Kiersten Hatanaka is declared as Secretary for the current year.

Newly elected Chair declares Nominations Open for Treasurer.  
Newly elected Chair asks for Nominations.  
Shawn Malvern nominates Jennifer Birmingham for the Treasurer position.  
Newly elected Chair asks for any further nominations.  
Newly elected Chair asks for motion to close nominations for Treasurer. Councillor Burbach closes nominations for Treasurer, seconded by Stephanie Theodoropolous.  
Newly elected Chair asks Jennifer Birmingham if they wish their Nomination to Stand. Agree.  
Newly elected Chair asks for all those in support of Jennifer Birmingham as Treasurer to raise their hand. Jennifer Birmingham is declared as Treasurer for the current year.

1. Adopt Agenda for February 28, 2023 Meeting

MOTION: That the February 28, 2023 agenda be adopted as presented, moved by Carly Douglas, seconded by Stephanie Theodoropolos. 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 February 28, 2023.

1. Adopt Public Minutes of January 24, 2023 Meeting

MOTION: That the public minutes of January 24, 2023 be adopted, moved by Councillor Burbach, seconded by Shawn Malvern. Carried.

1. Annual General Meeting via Zoom March 28, 2023 6:30 P.M.

Being held online for 2023.  
Board to arrive at 6:00 P.M. to discuss anything that needs to passed prior to the AGM. Presentations will be from the staff and the past Treasurer/Newly Elected Chair.

1. Treasurer Report – Past Treasurer/Newly Elected Chair  
   Past Treasurer/newly Elected Chair will meet with the new Treasurer and the Administrative Assistant to get information about finances.  
   This time of year tends to be signing off on Downtown Dollars and human resource costs. An RTO4 grant payout from 2022 has also come into 2023 revenue.
2. Human Resource Committee Update  
   Confidentiality Policy  
   <APPENDIX C Confidentiality Policy>  
     
   Motion: To accept the Confidentiality Policy as presented moved by Councillor Burbach, seconded Carly Douglas. Carried.  
     
   Sponsorships and Funding Requests  
   <Funding Requests Sponsorships Charitable Requests>  
     
   Suggested amendment to the policy: Under Granting both Sponsorships and Charitable Requests, instead of going to the Marketing Sub-Committee for authorization, the request would be sent to the Treasurer due to timeliness and their involvement at the sub-committee level with promotions.  
     
   A question regarding the rationale for the decision coming from the sub-committee. Since there is no budget allocated to these requests, the discussion to support the request would be through Sub-Committee, however, the approval and allocation in the current budget would go to the Treasurer. In future budgets, a line should be considered for these requests.  
     
   Motion: To accept the Funding Requests Sponsorships Charitable Requests, as amended, moved by Shawn Malvern, seconded by Carly Douglas. Carried.
3. Council Update  
   The BIA budget is before Council and goes for approval on March 7.  
   There is a Heritage Sub-Committee meeting this Thursday and the sandwich board concerns will be brought forward at that meeting.  
   City staff is taking the boardwalk/patio survey reports, BIA and City surveys, to sub-committee tomorrow.
4. General Manager Report  
   <General Managers Report to the Board of Directors February 21, 2023>  
   Stratford’s On weekend survey (final Lights On Stratford (LOS) Friday and Saturday) – over 60 businesses participated. 373 survey emails sent, 31 respondents – 80% satisfied, 87% LOS effective winter traffic strategy), 64% wanted more evening opportunities, 76% of the respondents did not experience incremental traffic, 89% did not experience incremental revenue. The restaurants saw the most increase over the weekend versus retail.  
     
   The BIA won an innovation award from STEPS for the mural at 145 Ontario Street. An official announcement will be made to recognize this award. The BIA has also been nominated for the Not-for-Profit category for the Stratford & District Chamber of Commerce Business Excellence Awards.

Marketing, Beautification and Advocacy & Education Sub-Committee (Holiday Animation Working Group) need Board member Chairs and members.  
Marketing Sub-Committee: Co-Chair Carly Douglas, Members Stephanie Theodoropoulos, Megan Chisholm  
Beautification Sub-Committee: Chair Kiersten Hatanaka, Member Carly Douglas  
Advocacy & Education Sub-Committee: Chair Councillor Burbach, Member Jennifer Birmingham

The Board Chair is ex-officio on each sub-committee.  
The Treasurer leads the Finance Committee that will consist of the Board Executive, the General Manager and Administrative Assistant.  
The Board Vice-Chair will Chair the Human Resources Committee that will consist of the Board Executive.

The Sub-Committee Chairs set the meeting agendas. The General Manager will be in touch with each Chair to keep things moving towards the next meetings. Sub-Committee meetings are flexible if the members agree to set a new date and time for meetings. The sub-committees can also decide on virtual versus in-person meetings.

1. Strategic Plan  
   There has been some time since there was a strategic plan guiding the BIA. This item is in the budget for 2023. The General Manager is also looking into an RTO4 Research Grant that closes on March 17th. The Strategic Plan does qualify for the grant that is a matching grant of $2,500-$10,000.
2. Grants/Funding Opportunities  
   RTO4 Wayfinding and signage – done in 2022 so this may be a hard one to apply for.  
   RTO4 Content Creation Grant – Applying to boost to social media, video and photography content, Web site, influencers for the promotion budget.
3. Board Recruitment  
   Need a full Board. Please reach out to your contacts – especially services like spa/nails, and cultural diversity. Working on the BIA Board becoming more of a governance board, rather than a working board with a full slate of staff to work on the BIA. All Board members are to send Sara an image for the Web site and 1 or 2 lines regarding why they joined the Board or why they love the Downtown. The Board application is available on the City site and completed applications go to the City Clerk for putting on the City Council agenda.
4. New Business  
   Downtown Dollars Working Group  
   Looking into digital gift certificates for the downtown for security of the gift certificates and for reimbursement and reporting.  
     
   Motion that the BIA create a digital gift certificates working group moved by Shawn Malvern, seconded by Councillor Burbach. Carried.  
     
   There are three companies that work in this area that would need to make presentations to the working group. Current procedure is a bit tedious. A digital version would see the payout go with the business’ POS payout. A lift in sales from other BIAs has been around a 50% increase in gift certificate sales. The current system has a $0 cost to the business; however, any future system would include a cost to the business for the POS fees. The BIA could offset this cost, to be discussed.

New Web Site  
The new site is going well with a lot of the traffic coming from the BIA social media platforms. There is a Web site visit contest coming soon with a large prize.  
  
10 Bucks Back  
Extended four days due to slower redemptions at this point. RBC is redeeming weekdays, Destination Stratford on Saturdays.

1. Adjourn  
   Motion to adjourn the Board meeting at 8:00 P.M. moved by Councillor Burbach.