**MINUTES**

Board in Attendance: Pamela Coneybeare, Anne Campion, Shawn Malvern, James Hough, Councillor Burbach

Staff: Jamie Pritchard

1. Call to Order – Chair
2. Adopt Agenda for January 24, 2023 Meeting

MOTION: That the January 24, 2023 agenda, excluding all but adoption of the November meeting minutes, EIDAR Policy, Public Art Plan, General Manager Report and Annual General Meeting under New Business, be adopted as amended, moved by Anne Campion, seconded by Councillor Burbach. 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 January 24, 2023, 2022.

1. Adopt Public Minutes of November 22, 2022 Meeting

MOTION: That the public minutes of November 22, 2022 be adopted, moved by Shawn Malvern, seconded by Anne Campion. Carried.

1. Sub-Committee Updates  
   Advocacy and Education (A&E) Sub-Committee  
   <Advocacy and Education Sub-Committee Meeting Minutes Date: January 16, 2023>   
   Equity, Inclusion, Diversity, and Anti-Racism Policy larger changes reviewed with the Board.

MOTION: To adopt the Equity, Inclusion, Diversity and Anti-Racism Policy for the BIA Board, staff and volunteers moved by Anne Campion, seconded by Councillor Burbach.   
  
Discussion regarding reporting to the Board by staff or volunteers and if there should be a specific Board member, e.g. Chair, Chair of Human Resources Committee. This is a living document

Question regarding where this policy would live with the upcoming strategic plan. All BIA work moving forward would always come back to this policy to ensure that EIDAR is at the forefront.

Motion carried.

The EIDAR Policy will be sent to the City Clerk and a delegation to Council will be requested to present this policy and the work behind it. The policy will also be shared with the members via email.

Beautification Sub-Committee  
<Beautification Sub-Committee Meeting Minutes Thursday January 12, 9:30AM>  
<Downtown Stratford BIA Public Art Plan November 2022>  
Public Art Plan highlights reviewed including the vision statement:  
Downtown Stratford will be a community where Public Art is innovative, diverse, and accessible to create vibrant public spaces and meaningful connections while complementing the heritage core, celebrating local community talents, showcasing Stratford’s diverse stories and experiences and beautifying public spaces to enhance the city’s reputation as a cultural destination.

Action plans are in the final version, including how to work with artists, and communication strategy with project timelines. Beautification will review the Plan with regards to implementation for a future project over the next few months.

The Public Art Plan will be presented to Council. A delegation will be requested soon.

How can this Plan impact the City? The Plan is complementary to the Municipal Cultural Plan that the City is working on now with the same consultants, STEPS. The Municipal Cultural Plan is moving towards an April presentation to City Council.

Motion: To adopt the BIA Public Art Plan for the BIA to move forward on moved by Pamela Coneybeare, seconded by Shawn Malvern. Carried.

RTO4, the funding partner for the Public Art Policy, would like the final copy of the policy.

1. General Manager Report  
   <General Managers Report to the Board of Directors January 17, 2023>  
   Sign bylaw – Concerns are still outstanding regarding the allowable size of A-frame sidewalk signs and the cost of the annual application processing. As an Advisory Committee of Council, the BIA Board would like to be brought in for guidance during the steps before having to step in adversarial delegation after the decisions have already been made. Councillor Burbach suggested a formal route to bring approved BIA motions to Council sub-committees. If the item is operational, the BIA would go directly to City staff but Council sets the rules and would be approached regarding by-laws.  
     
   Motion: To request that Council keep the current sign permit fee as a one-time fee for the original sign permit, and as a fee for any subsequent permits required for sign changes, and to increase the sandwich board height to 45” moved by Anne Campion, seconded by James Hough. Carried.  
     
   Patio Extensions – Waiting on the City survey results but wondering how to get into the conversation with the City earlier, however, the timeline is earlier than last year. Question if OBIAA members numbers of waived patio fees in other municipalities could be accessed and helpful for City staff. It was noted that Toronto has a multi-year patio application and that this information should be brought to Council and City staff. One question that was not included in the City patio survey was about return on investment (ROI) for those with patios and for other downtown businesses. Councillor Burbach would like the ROI data collected from the members that can be put into the City staff report. Suggested to include all members in a member survey, not just restaurant members and ask for increases and decreases in business.
2. New Business  
   Annual General Meeting – via Zoom March 28, 2023 6:30 P.M.
3. Adjourn  
   Motion to adjourn the Board meeting at 10:13 P.M. moved by James Hough.