

## **Downtown Stratford BIA**

Board of Directors Meeting April 25, 2023

6:15 P.M. via Zoom

### **MINUTES**

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

Staff: Jamie Pritchard, Kim Griffiths, Sara Bradford

1. Call to Order – Chair

2. Land Acknowledgement

3. Adopt Agenda for April 25, 2023 Meeting

MOTION: That the April 25, 2023 agenda be adopted as presented, moved by Stephanie Theodoropolous, seconded by Councillor Burbach. Carried.

4. 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 April 25, 2023.

5. Adopt Public Minutes of March 28, 2023 Meeting

MOTION: That the public minutes of March 28, 2023 be adopted, moved by Carly Douglas, seconded by Kiersten Hatanaka. Carried.

6. Annual General Meeting

The meeting went well. The current Board will be more involved with presenting in 2024.

7. Treasurer Report

Mostly downtown dollars and payroll weekly, plus new member gifts and BEA Award tickets.

8. Human Resource Committee Update

Committee Members are the Board Vice-Chair as Committee Chair, Board Chair, Board Treasurer and Board Secretary (the Board Executive). The role of the Committee is to support the General Manager with staffing, e.g., reviews and training, and also makes recommendations to the Board for changes to compensation, benefits, job offers, etc. Staff and volunteers also use this committee as their human resources contact.

9. Council Update

Patio program was approved by Council. Planter boxes were discussed, however, the debris from the planters can cause slippery conditions, so the planters would not be permitted. The art that was created for the sidewalk patios was suggested as the item that is placed. This item will be brought to the next Beautification Sub-Committee.

Sandwich Board signs are still waiting for the staff report to come back to Committee before it goes to Council. Hoping for the standard sandwich board size to be approved.

Music in Market Square Fridays 6:30 P.M. May 19 to June 23

Albert Street is being re-done, including underground infrastructure. Will include a traffic-calming circle at the corner of Nile and a shared bike lane.

#### 10. General Manager Report

Received four quotes for the Strategic Plan. Working group is Rob Russell, MacLeods Scottish Shop; Dr. Garner, Connections Chiropractic; Dana Bertelsen, Got it Made.

MOTION: To move forward with the strategic plan quote using services from Patty Hayes moved by Councillor Burbach, seconded by Kiersten. Carried.

Digital Downtown Dollars Working Group met today. The group consists of Robyn Lusk, Rheo Thompson Candies; Joanna Gordon, Resonance; Christina Phillips, Destination Stratford; BIA Chair, BIA Treasurer, and BIA General Manager. Reviewed the timing of a launch and the decision was made for later January 2024 to not be rushed with this process and avoid the busy holiday season.

BIA Anniversary Party August 26 in Market Square. The Working Group consists of Jenny MacLean, Jenn & Larry's Ice Cream Shoppe; Philip Morris and Elaine Beck, Retro Rollers; Megan Chisholm, Grace the Boutique; Jillian Chambers, Grotto; David Lau, RBC; BIA General Manager, Membership & Animation Liaison, and Content & Social Media Manager. Applying for the space by May 31<sup>st</sup>. \$5M liability insurance will be needed for the event. The insurance renewal date for the BIA is July 17, 2023. The General Manager will inquire if the application can be submitted now with the knowledge that the renewal will be \$5M. The Chair will reach out to Orr Insurance to get an updated cost for increasing the insurance.

The BIA received one of eight successful grant amounts towards a dog-friendly downtown video. Grant has been submitted to offset the strategic plan costs. An application for a Rural Economic Development (RED) Grant 50% matching grant towards the cost of the digital downtown dollars (\$16k). Another grant is being worked on to assist with the Winter Wander-land event.

#### Dogs Welcome Program

78% of member survey responses were favourable. The Huron-Perth Health Unit has approved the communication from the BIA based on the Ontario-wide legislation. Looking at doggy bad dispensers (sponsored by a downtown business), window clings, and stainless-steel dog bowls. The cost for this program is \$1,200.

MOTION: To move forward with the Dogs Welcome Program with funds from D275 Community Engagement moved by Councillor Burbach, seconded by Stephanie Theodoropolous. Carried.

OBIAA Conference last week was attended by the General Manager, Membership & Animation Liaison, and Content & Social Media Manager. Participants found this to be a useful conference.

BIA meeting space was explored. The best solution found was the Stratford Public Library, which is available at no charge. Available starting in June.

#### 11. Board Recruitment

If you have an interested person, please send them to the Vice-Chair for follow-through.

## 12. New Business

### Land Acknowledgement

The version for approval will come from the A&E Sub-Committee to the May Board meeting for discussion and approval by the Board. Councillor Burbach will inquire about pronunciation resources from

## 13. In-Camera Session 7:24 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 Carly Douglas. Carried.

\*Recording Secretary and BIA staff have now left.

In-camera session.

Motion by Stephanie Theodoropolous that the Board come out of the In-Camera session and reconvene into Open Session, seconded by Shawn Malvern. Carried.

Kiersten Hatanaka 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). A request to increase potential lieu time for the General Manager from 1 day to 3 days in a 6-month period was approved by the Board. This decision will be renewed at contract renewal time.

## 14. Adjourn

Motion to adjourn the Board meeting at 7:43 P.M. moved by Stephanie Theodoropolous.