

Downtown Stratford BIA

Board of Directors Meeting March 28, 2023

5:45 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 March 28, 2023 Meeting
MOTION: That the March 28, 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 March 28, 2023.		
5. Adopt Public Minutes of February 28, 2023 Meeting
MOTION: That the public minutes of February 28, 2023 be adopted, moved by Councillor Burbach, seconded by Kiersten Hatanaka. Carried.
6. Strategic Plan
MOTION: That the BIA create a Strategic Plan Working Group moved by Stephanie Theodoropolous, seconded by Councillor Burbach. Carried.
7. Digital Downtown Dollars
The Working Group will begin looking at options and getting quotes (range seems to be \$10,000-\$35,000). The budget amount could be supported with grant funds and previous years' surplus. The companies being explored have physical card and online card options.
8. 50th Anniversary of the BIA August 27th
MOTION: That the BIA create a 50th Anniversary Working Group moved by Carly Douglas, seconded by Megan Chisholm. Carried.
9. Council Update
The boardwalk/patio discussion will be brought back to Council March 30, 2023.
Sign by-law change to sizing and applying every third year is through Committee level.
10. New Business
Stop Gap Program has returned to downtown to increase accessibility into downtown businesses. The \$5 million insurance will create an issue for the businesses offering this service. There has also been a change that the Stop Gap ramps may be left out during all

business hours.

BIA Meetings

General Manager will investigate meeting options for a combination meeting of in-person and virtual for the May meeting.

Pet Friendly Downtown

Members were surveyed about having pets in their businesses and the majority agreed. There are no animals are permitted in an enclosed area where food is being prepared.

11. Annual General Meeting

The Chair, Councillor Burbach, General Manager, and two former Board members will present to any members present. In future years, the current Board members will present.

12. Adjourn

Motion to adjourn the Board meeting at 6:22 P.M. moved by Councillor Burbach.