

## **Downtown Stratford BIA**

Board of Directors Meeting June 27, 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

Members: Melissa Orr\*, Orr Insurance

Staff: Jamie Pritchard\*

Guest: Zac Gribble\*

1. Call to Order – Chair

2. Land Acknowledgement

3. Adopt Agenda for June 27, 2023, Meeting

MOTION: That the June 27, 2023, agenda be adopted as amended, adding in the Land Acknowledgement provided by the A&E Sub-Committee under New Business, moved by Kiersten Hatanaka, seconded by Carly Douglas. 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 June 27, 2023.

5. Adopt Public Minutes of June 6, 2023, Meeting

MOTION: That the public minutes of June 6, 2023, be adopted, moved by Stephanie Theodoropolous, seconded by Councillor Burbach. Carried.

6. Treasurer Report

Revenue at 53%, Expenses at 31%. Interest to-date 211%.

7. Council Update

Downtown Stratford Public Art Plan was presented to and adopted by City Council.

City has events happening in Market Square on July 1<sup>st</sup>.

Downtown benches came up as a discussion item at Council, and it was noted that the downtown benches are used for BIA messaging and public art, rather than advertising.

Beautification is discussing more benches for downtown in shady locations or shade options.

Active Transportation will be talking about micromobility at their next meeting, and more bike parking downtown is always on the agenda for consideration.

8. Lights On Stratford Presentation – Zac Gribble

There was a request to share the presentation slideshow with the Board.

There was a question regarding what sectors answered the survey – this is a BIA survey, and the raw data is available from the General Manager.

There was a question about how the number of visitors was gathered. Where there are door counters in place, those are used, in other areas, staff on site use clickers to count entries.

Question: Due to the significant reduction in the number of days of the festival for 2023, is there an equal reduction in the budget? Due to the increases in costs of shipping, labour, hydro, etc. there is not a huge reduction that can be found with the condensed schedule. A question came in around how to increase business traffic during the Lights On Stratford timeframe - do other light festivals have success in this area, and ideas the BIA could use? Some of the feedback was that shops and dining were not open, however, due to the small businesses that exist here, a balance needs to be found. By reducing the festival dates, this should help us to focus on when people are downtown. Building winter tourism can assist with staff retention throughout the year and can alleviate some of those concerns.

\*Zac Gribble has now left.

The Marketing Sub-Committee could consider a 10 Bucks Back program that is during the Lights On Stratford Festival to encourage business interaction.

The Lights On Stratford sponsorship request will be brought to the July Board meeting.

#### 9. Website

There are features that can be added to the site, but this takes time and expertise. The Administrative Assistant used to do all the site updates and can assist when projects come up. There was a suggestion to hire a company like Fiverr, as they handle one-off projects. The Marketing Sub-Committee will discuss upgrades to the site and site needs.

#### 10. General Manager Report

<General Managers Report to the Board of Directors June 19, 2023>

Strategic Plan meetings have started, and some upcoming dates have shifted.

The Downtown Dollar RFQ should be reviewed by the Board (link is in the GM Report). The RFQ release date will be shifted to July 11<sup>th</sup>.

50<sup>th</sup> Anniversary Party expenses are in the GM Report.

MOTION: That the Board approve the \$5,500 budget for the 50<sup>th</sup> Anniversary Party into account D275 Community Engagement moved by Stephanie Theodoropolous, seconded by Councillor Burbach. Carried.

This motion puts D275 Community Engagement over budget by \$1,700. Any expenditures to this budget line for the duration of 2023 need to come to the Board for approval.

\*Carly Douglas has now left.

The General Manager and Anne Champion of the Advocacy & Education Sub-Committee will present the Equity Inclusion Diversity and Anti-Racism (EIDAR) Policy to City Council on July 10<sup>th</sup>, please attend.

June 22<sup>nd</sup> Dog Friendly Downtown event was well attended and received with 31 dogs present for the competition. There was radio and print coverage. The dog bowls and clings have been delivered throughout downtown.

#### 11. Board Recruitment

There was a recruit at tonight's meeting. Three other leads that are being followed up on.

## 12. New Business

### Land Acknowledgement

The intention is to relate the Land Acknowledgement to the meeting that is before the group and their intentions of how this Land Acknowledgement sets the stage for the meeting and not to just be performative.

MOTION: That the Land Acknowledgement from the Advocacy & Education Sub-Committee be adopted for use by the BIA Board prior to meetings moved by Councillor Burbach, seconded by Megan Chisholm. Carried.

## 13. Human Resource Committee Update

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 Councillor Burbach 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 Kiersten Hatanaka. Carried.

\*Recording Secretary, BIA staff and meeting guest has 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). The following decisions were made: To remove the current overtime section of the HR policy and replace it with one that is in line with the Employment Act; and an employment contract renewal was approved for a 5 year term and will commence July 19, 2023 with an end date of July 19, 2028.

## 14. Adjourn

Motion to adjourn the Board meeting at 8:30 P.M. moved by Councillor Burbach.