



## APRIL NEWSLETTER

### APRIL Highlights

1. Monthly Message from BIA General Manger, Jamie Pritchard
2. Downtown Stratford BIA AGM - Recording of Meeting
3. Easter Hours of Business
4. New Business - Rosso Barber, Bake My Day and The Bean
5. Welcoming Community - Give your Feedback on Draft Statement
6. Parking - Hours of Enforcement
7. April is Earth Month - Downtown Clean Sweep for Prizes!
8. A Wrinkle in Time Scavenger Hunt - Sign up to host a prop!
9. Join our Facebook Members Only Group!

### MONTHLY MESSAGE FROM OUR GENERAL MANAGER



We have just completed our official launch of the new website, hope you have taken some time to experience it and check out your business to make sure everything looks great. We have a resource section under members with various training opportunities as well as a great deal of local information that would be of interest to our downtown businesses. The launch featured a contest with a prize of 1000 downtown dollars. We had over 450 entries which made it a great success.

Our AGM was March 28th and once again this year it was a virtual meeting. It is our hope that one year from now the AGM will be an in person meeting for all to attend. There is a link below for you to be able to watch a recording of the meeting at your leisure.

Our team has been discussing ways on improving our communications with you. We have a members only Facebook page that only about 1/3 of

our members belong to. - would love to see more join in as it is a great communication tool. Please click the link at the end of this newsletter and join today.

Your BIA is here for you and is always interested in your feedback. If you see me rollin along downtown on the silver ghost scooter please catch my attention, I would love to hear from you!

[jpritchard@downtownstratford.ca](mailto:jpritchard@downtownstratford.ca)

See you Downtown!

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## ANNUAL GENERAL MEETING | RECORDING

The BIA had a successful Annual General Meeting the evening of Tuesday, March 28th. If you missed it but would like to see the presentation please click the button below and enter the  
PASSCODE - .NM#W%d4

[Click for AGM Recording](#)



### **WONDERING IF YOU ARE TO BE OPEN OR CLOSED FOR EASTER? PLEASE READ BELOW!**

The Retail Business Holiday Act is Provincial Legislation that requires most retail businesses to be closed on most holidays in Ontario; however, municipalities may adopt by-laws allowing certain stores to open on certain holidays for specified hours.

The City of Stratford adopted a By-law allowing some retail stores to be open during Stratford's designated **Tourism Season which extends from May 1st to mid-November** each year.

Small retail stores may open on Victoria Day, Canada Day, Labour Day and Thanksgiving Monday in Stratford between the hours of 10:00 am and 4:00 pm provided that they have 4 employees or fewer normally employed and have less

than 3,000 sq ft / 278.71 square metres for serving, selling or displaying goods or services to the public.

Large retail stores need to apply to the City for an exemption in order to open for business in Stratford on Victoria Day, Canada Day, Labour Day and Thanksgiving Monday between the hours of 10:00 am and 4:00 pm. A completed [application](#) and fee must be submitted to the Clerk's Office for consideration.

**If the holiday does not fall between May and November the retail store may not open for shopping.** However you should check the Legislation link below as there are some exceptions for retail stores.

Minimum fines for opening businesses on prohibited days of retail operation are \$500 for the first offence, \$2,000 for a second offence and \$5,000 for a third or subsequent offence. Retail stores may be fined up to \$50,000 or the total amount of gross sales for the holiday, whichever is greater. For information about closures, contact the Ministry of Government and Consumer Services, which administers that Act.

Enforcement of the Retail Business Holidays Act in Stratford is the responsibility of Stratford Police Services.

For more information please visit the [Retail Business Holiday Act](#).

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## NEW BUSINESS

### ROSSO BARBER SHOP



Rosso Villamil and his wife, Sandy, are literally making headlines with their approach to business at their newly opened barber shop called Rosso Barber on Ontario St!

Very quickly Rosso has made an impact on his new clientele and it turns out... the media! Rosso's willingness to barter and accept meat and potatoes as payment for a haircut for client Justin, went viral on social media with CBC interviewing him and publishing a story. Perfect way to get your new business seen and heard in your new city of business!

Rosso, with over 36 years of experience now, is building a "family empire" of barber shops, with two other shops operating in Woodstock (by his former wife) and Ingersoll (by his eldest son).

Rosso learned his haircutting and styling trade back when he was 19 in Colombia. He and his young family emigrated to the US to escape the "gorillas" that were impacting his business and life. They settled in the northeast where Rosso perfected his trade and operated a thriving hair salon for women and men. They

moved to Canada in 2008 and over the years Rosso decided to "drop the colour" and focus on offering barber shop services instead. If you are looking for a straight shave, look no further! Also, if you just want to grab your lunch, get comfy on Rosso's leather couch in front of his big screen TV, listen to Latino music, Rosso would welcome that!

Rosso also offers Arlo's men's products - aftershave, beard oil and for your hairstyling needs.

**ROSSO BARBER SHOP | 182 ONTARIO ST**  
519-272-1419 | [@Rossobarbershop\\_stratford](#)

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**BAKE MY DAY AND THE BEAN**



Welcome to Tabbi Cundick (right) and her daughter, Bri, who are co-owners of the newest sweet shop in Downtown Stratford! Bake My Day and The Bean is the second outlet for Tabbi, the first being at St Jacob's market where her homemade butter tart business has been a favourite amongst market goers for the last four years.

Tabbi has been making and selling her grandma's (secret recipe) butter tarts for nine years. She now offers more than 30 flavours (!! ) and in 2022 won second place for her Turtles Tart at the Midland Butter Tart Festival, "Ontario's Best Butter Tart Festival." Tabbi and Bri are aiming for 1st this year at the June 10th festival!

So it seems that Stratford has a hankering for Salted Caramel Butter Tarts... they

have been flying off the shelves since opening day! The next fan favourite would be the ward-winning Turtles flavour. So many to choose from but also the staples if you have more of a traditional pallet - plain, pecan, raisin and maple walnut.

At this 21 seat (and more to come!) shop, you can dine in and have a specialty coffee with your sweet treat. OR, a variety of sandwiches are made fresh upon ordering. Wifi is available and you are most welcome to sit with your computer and enjoy all that Bake My Day has to offer! It's very likely, too, that you will be serviced by the very friendly Dante, Bri's fiancé!

**BAKE MY DAY AND THE BEAN | 107 DOWNIE ST  
(226) 791-2848 | @bakemydayandthebean**

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## REMINDER

We are pleased to share a first draft of the Welcoming Community Stratford statement, which is a living document, and can be found [here](#), and the full report can be found [here](#).

This draft statement is informed by feedback from over 150 community members who participated in virtual community consultations as well as via the Engage survey that was live in January and February of this year.

You're invited to provide your feedback on this draft statement in two ways:

1. You are still in time for one of the upcoming **virtual** general community consultations being held TODAY:

- **Tuesday, April 4th, 2023 at 12 pm (Noon)**

2. Review the statement and provide feedback via this [survey link](#), which will be open until the end of day on Thursday, April 6th, 2023.

The plan is to revise and update the statement based on the feedback we receive from this round of consultations, and to present this living statement to Stratford City Council in a delegation in the Spring.

The questions we will be engaging with during these discussions include:

1. In what ways does this statement align with your vision and dream for a Welcoming Community?
2. What feedback or suggestions do you have to improve the draft statement?
3. What ideas do you have for actions we can all take to achieve the vision in this statement?
4. Do you have any other feedback you would like to provide at this time?

We thank you for your time, commitment, and participation in this process and look forward to your engagement at this time.

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## PARKING HOURS OF ENFORCEMENT



On Saturday, April 1st, the City of Stratford's hours of parking enforcement changed to 9 a.m. - 8 p.m., Monday to Saturday (excluding holidays).

This is a change in parking enforcement hours that takes place each April in keeping with the City's Traffic and Parking By-law.

Please note that 4 hours of free parking on Saturdays will remain in effect until April 30.

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**DOWNTOWN CLEAN SWEEP**  
**Friday, April 21st and Saturday, April 22nd (Earth Day!)**



**FRIDAY, APRIL 21 and SATURDAY, APRIL 22**

We invite ALL member businesses to participate in our annual Clean Sweep event to prep our sidewalks, parkettes and parking lots for a summer of visitors to our beautiful downtown! And to entice you, we are offering PRIZES!

**\$100 in Downtown Dollars will be awarded to:**

- \*\* The best before & after photos (of cleaning a space)
- \*\* The weirdest thing found
- \*\* The best dressed Clean Sweep team!

Please tag us in your photo posts or email them to [kgriffiths@downtownstratford.ca](mailto:kgriffiths@downtownstratford.ca) to qualify for the contest. If you know exactly **where** you'll be and **when** to do your clean sweep, let us know and we'll try to be there to take photos of you in action!

**Facebook: @downtownstratfordbia**

**Instagram: @downtownstratford**

**Twitter: @dtStratfordBIA**

Also, don't forget this great GREEN event in Market Square on Earth Day!



**APRIL 22, 2023**

**11:30 - 2 PM**



**MARKET SQUARE**

**BEHIND CITY HALL**

Join for an afternoon of food, music, giveaways,  
art, and earth celebration!



**CLIMATE  
MOMENTUM**



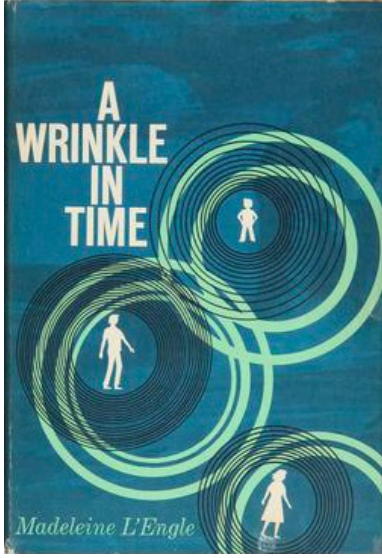
**SMALL  
CHANGE  
FUND**

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## SCAVENGER HUNT

### A Wrinkle in Time Scavenger Hunt

"This new adaptation [of a Wrinkle In Time] directed and written by **Thomas Morgan Jones** is based on the classic fantasy by **Madeleine L'Engle**, in which a young heroine leads her brother and a friend on a spectacular journey through space and time, from galaxy to galaxy, to save the world and rescue her father who mysteriously disappeared while working on an astounding scientific concept." ~ Stratford Festival



The Downtown Stratford BIA is supporting this wonderful family production with a Summer Scavenger Hunt. If you are interested in hosting a Wrinkle in Time PROP in your SHOP, we want to hear from you! We can take the first 10-12 businesses to respond.

**NOTE:** Props can be placed in your front window or deep inside your shop to entice new patrons!

[Click here to sign up!](#)

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## SOCIAL MEDIA - GET IN TOUCH!

If you haven't already we'd love for your to join our BIA MEMBERS ONLY Facebook Group. A great discussion and sharing forum for all things business & downtown!

[JOIN NOW!](#)

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Reach out to us through our Downtown Stratford BIA Social Media platforms and remember to tag us so we can share in our stories!

**Facebook:** [@downtownstratfordbia](#)

**Instagram:** [@downtownstratford](#)

**Twitter:** [@dtStratfordBIA](#)

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519-508-1415 | [kgriffiths@downtownstratford.ca](mailto:kgriffiths@downtownstratford.ca) | [downtownstratford.ca](http://downtownstratford.ca)

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