

Downtown Stratford BIA

Board of Directors Meeting August 22, 2023

6:15 P.M. via Zoom

MINUTES

Board in Attendance: Shawn Malvern, Jennifer Birmingham, Kiersten Hatanaka, Carly Douglas, Melissa Orr

Staff: Jamie Pritchard

1. Call to Order – Chair
2. Land Acknowledgement
3. Adopt Agenda for August 22, 2023, Meeting
Moving the Grand Trunk Railway
MOTION: That the August 22, 2023, agenda be adopted as amended, 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 August 22, 2023.		
5. Adopt Public Minutes of July 25, 2023, Meeting
MOTION: That the public minutes of July 25, 2023, be adopted, moved by Carly Douglas, seconded by Kiersten Hatanaka. Carried.
6. Treasurer Report
Revenue sits at 54%, expenses at 47%. Downtown Dollar sales at 35% for the year, however, most sales happen in November and December.
Budget work for 2024 will be starting soon. Projections need to be gathered for staffing and projects with the General Manager and staff. November Board meeting is when the Board approves the budget, then it is submitted to the City before December 1st. A budget meeting will be called with the Executive, General Manager and Administrative Assistant. Committees need to plan for their 2024 projects and budgets.
7. Lights On Stratford Sponsorship
The event brings many people into the downtown; the BIA needs to work with the businesses on how to get the visitors into the businesses through programming and marketing. Packaging with Downtown Dollars may be a way to get people into businesses.

MOTION: That the BIA support Lights on Stratford by being the \$10,000 title sponsor for the installation in Market Square, and that a task force be set up to look at packaging with the BIA members in accommodation and food, as well as providing an opportunity to get additional marketing exposure; and that the BIA will survey to get numbers to offset the BIA spend and how it has benefited the majority of the BIA membership moved by Shawn Malvern, seconded by Kiersten Hatanaka. Carried.

8. Council Update

Councillor Burbach not present. The following was sent to the Chair in advance.

Discussing vandalism in the core, including smoking outside of businesses and damage. The BIA General Manager is meeting with Chief Skinner this week to discuss this. A lighting audit will be reviewed. Some pedestrian safety issues were reported at the corner of Downie and George Street when stepping off the curb. Councillor Burbach is following up.

Grand Trunk to be discussed under new business.

Boathouse washroom is having some cleanliness and supply issues. Community Services will need to address this.

Transportation Master Plan should be reviewed by the Beautification Sub-Committee due to the potential updates to the Erie, Ontario, and Veterans Drive intersection. Councillor Burbach will be sharing a transportation report regarding downtown implications.

9. General Manager Report

<General Managers Report to the Board of Directors August 10, 2023>

Digital Downtown Dollars RFQ has been sent and some interest shown from suppliers.

BIA 50th Anniversary event - 1173 people attended through the entrances that were tracking.

Partnership with the Stratford Festival was appreciated – labour for set-up/tear-down, etc.

Sidewalk Sale went well. Some feedback from York Street businesses that will be taken into future consideration. 21/22 survey responses would like this to happen again. Requests to have this event in July 2024 as a slower month than August.

The BIA did not get a tourism grant that was applied for. Grants are much harder to get now.

A post-mortem with the event team will be paired with the member survey to get a snapshot of the event and the learnings.

A question was asked about the City's current strategic plan and how should this involve the BIA. The City has said that it would make sense to include the BIA, Destination Stratford, etc. in what the City is doing. The BIA strategic plan is much further along and will be complete much sooner than the City's process. Having a specific BIA plan gives the BIA very specific items to focus on and implement.

10. Board Recruitment

A potential Board member will be contacted by the Vice-Chair upon their return from vacation. The Board needs to consider what voices are missing, including hospitality.

A question was asked regarding a City representative coming to our meetings as an ex-officio. Historically, there has been a City representative invited to a meeting when there was a specific item to discuss. The relationships are being developed by the General Manager and they will work on better communications with the City staff.

New Business

BIA Boundaries

The Chair is looking to pull together a Working Group, likely the General Manager and Administrative Assistant, to review the boundaries set 50 years ago to see what makes sense for the BIA now.

MOTION: That the BIA create a Working Group to examine the BIA boundaries and report back to the Board moved by Shawn Malvern, seconded by Carly Douglas. Carried.

Grand Trunk Railway Committee Representative

MOTION: That the General Manager apply to be an economic development representative on the Grand Trunk Railway Committee moved by Shawn Malvern, seconded by Kiersten Hatanaka. Carried.

CEBA Advocacy

This item will be sent to the Advocacy & Education Sub-Committee to advocate for the businesses by coming up with a recommendation on how to support the membership on this topic. There are several loan programs that are coming due, and credit is tightening up, so other money won't be available to support the members.

MOTION: To have the Executive Committee review the support form letter provided by OBIAA that would be sent to MP John Nater by the members before it is shared with the members moved by Shawn Malvern, seconded by Melissa Orr. Carried.

11. Adjourn

Motion to adjourn the Board meeting at 7:35 P.M. moved by Carly Douglas.