

Downtown Stratford BIA

Board of Directors Meeting October 24, 2023

6:15 P.M. via Zoom

MINUTES

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

Staff: Jamie Pritchard

Guests: Bavneet Singh

1. Call to Order – Chair
2. Land Acknowledgement
3. Adopt Agenda for October 24, 2023 Meeting
MOTION: That the October 24, 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 October 24, 2023.

5. Adopt Public Minutes of September 26, 2023, Meeting
MOTION: That the public minutes of September 26, 2023, be adopted, moved by Carly Douglas, seconded by Megan Chisholm. Carried.
6. New BIA Member – Bavneet Singh, Crisp N Crust Eatery
Partners came from London to start this restaurant after working in Stratford. Both partners have restaurant experience and London didn't have a spot that they wanted. Offers games and cards for families to get families interacting with each other. Forty seats in the restaurant.

* Bavneet Singh has now left.

Board Executive Election – Board Secretary

Newly elected Chair declares Nominations Open for Secretary.

Newly-elected Chair asks for Nominations.

Shawn Malvern nominates Megan Chisholm for the Secretary position.

Newly elected Chair asks for any further nominations.

Newly elected Chair asks for motion to close nominations for Secretary. Councillor Burbach closes nominations for Secretary, seconded by Stephanie Theodoropolous.

Newly elected Chair asks Megan Chisholm if they wish their Nomination to Stand. Agreed.

Newly elected Chair asks for all those in support of Megan Chisholm as Secretary to raise their hand. Megan Chisholm is declared as Secretary for the current year.

7. Treasurer Report
Recent expenses are mostly Downtown Dollars, Stratford Tourism Alliance marketing

contribution and website expenses. Revenues at 76% and Expenses at 77% to-date.

2024 Budget Discussion

<Proposed 2024 Budget>

Note: The HST will no longer be shown as a Revenue and the Expenses will be shown in 2024 as the HST that the BIA does not get refunded back. The rate paid is 22% of the 13%. The final budget needs to be passed at the November Board meeting.

Stratford Perth Remembers Live Stream Sponsorship

MOTION: That the BIA support the livestream with a \$750 sponsorship of Stratford Perth Remembers from D275 Community Engagement moved by Jennifer Birmingham, seconded by Councillor Burbach. Carried.

8. Sponsorships – Events

<Winter Wander-land Partnership Contract>

There are 2 ad spaces in the Winter Wander-land Guide. Sponsors are not able to sell items at any events due to the rules

MOTION: That the Board accepts the sponsorship outline as presented to the Board moved by Carly Douglas, seconded by Megan Chisholm. Carried.

9. Grant Repayment Advocacy

No government movement yet, but a lot of advocacy is happening. The General Manager met with MP John Nater regarding this and will continue to meet regarding updates.

Question: Should the BIA consider being more assertive regarding the grant repayment advocacy? A request to the A&E Sub-Committee to follow up on this area.

10. Council Update

Official Plan Review – Postponed to December 7th. The BIA needs to let know the City Clerk know that they would like to have a discussion with City staff.

City Budget – More downloading from the province, so there will be a tax increase.

Director of Infrastructure – Upgrading corner of Downie, Waterloo, Douro in 2024.

Master Transportation Plan – City is significantly underfunded to move on financing the plan.

Corporate Energy & Emissions Plan – What is the City doing to reduce greenhouse gas emissions? Projects will come to Council to fund or not. A public meeting is being held regarding community initiatives that can happen alongside the City. Cost is \$9M/year.

11. Sub-Committee Update

Marketing Co-Chair has resigned from the Marketing Sub-Committee.

Advocacy & Education – Some Board and sub-committee members, and staff have attended 3 out of 4 EIDAR sessions to-date. Important sessions to continue learning.

Sub-Committees need to consider environment when planning their projects. What is the impact of the event beyond the physical attendance aspect? Another item to consider is equity, diversity, and inclusion. The City has environment resources through their event planning contact.

12. BIA Boundaries

Chair, General Manager and Administrative Assistant met with Karmen Krueger, Director of Corporate Services, and Adam Betteridge, Director of Building & Planning from the City

regarding boundaries. In December, the Chair will bring a proposal to the Board regarding matching the official BIA boundary map with the City of Stratford's Geographic Information System (GIS) definition of downtown.

13. LOS Working Group

Destination Stratford has been working on business activations and has around 15 already. The BIA will work on complementary activations to create a full list. These will be promoted on VisitStratford.ca, LightsOnStratford.ca and DowntownStratford.ca, plus the 3 social media sets, Google ads through Destination Stratford, etc. Also, pushing businesses to promote their own offerings will be very important.

How can we get metrics on number of people that go to the activations? The locations could be requested to share the results of their specific activations.

14. General Manager Report

<General Managers Report to the Board of Directors October 16, 2023>

Grand Trunk Railway Committee Representative – No BIA representative. Working Groups will be chosen once the Committee has some meetings completed. The committee member responsible for business development is a BIA Member and the Chair will invite them to come to BIA Board meetings with updates throughout the project.

Strategic Plan – Draft 1 was submitted, draft 2 is expected October 30. Suggestion to do the next strategic plan before the Board term expires so the Board members are ready to have input instead of being new to the Board. A suggestion that the Board have governance retreats to help newer Board members and to improve comfort around being on the Board.

Digital Downtown Dollars – A concern with the two companies in the running is that the favoured company doesn't have a digital option right now. Working Group to discuss further. New Businesses – The BIA isn't always aware of new businesses opening, especially if the business is within a building with other established businesses. The only instance that the City would have this information is if Building & Planning needs to be involved.

Garland/Holiday Décor and Remembrance Day – Request that staff remove the line from the form for 2024. The General Manager will include a suggestion of a moment of silence in businesses on November 11th at 11am in the upcoming member newsletter.

Santa Claus Parade – The majority of businesses are closed at that time; however, hospitality businesses will do well if the parade comes through downtown.

Art Project on St. Patrick Street – Top 2 will submit rendering drafts for final decision.

15. Board Meeting Task List

Reviewed the current task list and status of the tasks.

BIA Coffee Break – November 3 at Full House on Albert Street from 8:00-9:30am. After the first couple of sessions of networking, may investigate speakers or other items being incorporated into the sessions.

16. New Business

Invitation to the City's Housing Symposium for the Board and General Manager – full day on Wednesday, November 22nd. Councillor Burbach will report back to the Board.

17. Adjourn

Motion to adjourn the Board meeting at 8:13 P.M. moved by Jennifer Birmingham.