

Downtown Stratford BIA

Board of Directors Meeting September 26, 2023

6:15 P.M. via Zoom

MINUTES

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

Staff: Jamie Pritchard

Guests: Emma Macneil*, Anne Champion*

1. Call to Order – Chair
2. Land Acknowledgement
3. Adopt Agenda for September 26, 2023 Meeting
MOTION: That the September 26, 2023 agenda be adopted as presented, moved by Melissa Orr, seconded by Stephanie Theodoropolous. 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 September 26, 2023.		
5. Adopt Public Minutes of August 22, 2023, Meeting
MOTION: That the public minutes of August 22, 2023, be adopted, moved by Kiersten Hatanaka, seconded by Stephanie Theodoropolous. Carried.
6. New BIA Member – Grayson Mills, Emma Macneil
Wedding and event space (hosting dinners and classes; open to music performances, for example). Stop by any time to have a walk-through. From the BIA, they would like to have help getting their name out in the community, so people know they are there and open.
Spaces: 256 main floor reception, 180 seated dinner; upstairs 180 reception, 140 seated

*Emma Macneil has now left.

7. Advocacy & Education Sub-Committee – Anne Champion
Timeline and the work that has been done since the inception of this sub-committee. Public Statements are posted on the BIA site's About page. Board members are encouraged to attend the upcoming EIDAR sessions with Mending the Chasm. The A&E sub-committee has also been a part of the Welcoming Community Statement and the Diversi-tea group. EIDAR concerns that happen to anyone in the community, not just in the downtown, affect all of us.

*Anne Champion has now left.

8. Treasurer Report

Revenues currently sitting at 54% for the year. Expenses are at 49%.

Draft 2021 Financial Statements

MOTION: That the BIA Board approves the Draft 2021 Financial Statements as presented by the City, moved by Stephanie Theodoropolous, seconded by Melissa Orr. Carried.

2024 Budget

Discussion regarding the revenue lines and any changes that may be needed to balance. Sponsorships for BIA activities could be explored – and who the BIA allows to sponsor them. Suggestion to make small increases to the tax levy annually to cover inflation and then consider what larger projects need funding. Final budget needs to be approved at November BIA Board meeting.

9. Grant Repayment Advocacy

MOTION: That the BIA direct staff to send the drafted letters, as presented, moved by Megan Chisholm, seconded by Councillor Burbach. Carried.

10. Council Update

Council has approved that the George Street property beautification move forward.

Lights On Stratford was granted \$150,000 from the City of Stratford for this year's Winter Festival of Lights.

Master Transportation Plan coming back to Council. The Plan is about moving in a direction, but a yes to the plan doesn't mean that commitment to everything in the plan is possible. Funding will be investigated for some of the projects noted.

11. Sub-Committee Update

A reminder that sub-committees are part of the BIA Board and a Board member must be present for each sub-committee to hold meetings.

This agenda item will be included for further discussion at the October Board meeting.

12. BIA Boundaries

The boundaries have not been changed in the 50 years of the BIA. When reviewing the zoning of the properties around the current boundaries, there would not much of a tax levy implication because of the researched changes.

The City's Official Plan is being revised and zoning is part of that process. Councillor Burbach will keep the BIA informed so that there is a say for the BIA.

13. LOS Working Group

Working with the Lights On Stratford Director to find out what the plans are for the upcoming Festival. Would like a Lights On representative on the Working Group. The Director would like the culinary trails packaged with accommodations and promoted to consumers. Once some of the initial plans are in place (retail feature, bar tour), the rest of the Working Group will be brought in. Targeting families for the lights, but young adult targeting with the add-ons.

14. General Manager Report

<General Managers Report to the Board of Directors September 18, 2023>

Grand Trunk Railway Committee Representative

An application was submitted by the General Manager. No news yet.

Winter Wander-land is being planned for two weekends, November 25 & 26, and December 2 & 3, with the \$25,000 budget that is allotted to this event: Carousel for both weekends, Wander-land Shopping Guide (passport to businesses – 260 entries in 2022), blacksmith, firepits, benches and decorations. No Spot the Santa Scavenger Hunt due to low numbers. Question: Is there an opportunity to spread our budget across other areas downtown?

MOTION: That the BIA Board approves the carousel expense of \$18,075.00 + HST for the Winter Wander-land weekends, moved by Shawn Malvern, seconded by Melissa Orr. Carried.

There needs to be more promotion of the weekends, including overnight stays to draw people in.

George Street Property Beautification

Chocolate Barr's and Stratford Police Services will be informed about the confirmed plans (i.e., dates and times) so that vehicles can be moved to avoid overspray.

Jury for the murals – Kiersten Hatanaka, Pamela Coneybeare, Kim Griffiths, Councillor Burbach, Jacqueline Barr, Cindy Hubert.

MOTION: That the Board accepts the jury for the George Street property beautification art project, as presented, moved by Jennifer Birmingham, seconded by Melissa Orr.

15. Board Meeting Task List

Reviewed the current task list and status of the tasks.

16. New Business

None presented.

17. Adjourn

Motion to adjourn the Board meeting at 8:25 P.M. moved by Councillor Burbach.