

## **Downtown Stratford BIA**

Board of Directors Meeting November 28, 2023

6:15 P.M. via Zoom

### **MINUTES**

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

Staff: Jamie Pritchard

Guests: Patty Hayes (via Zoom)

1. Call to Order – Chair
2. Land Acknowledgement
3. Adopt Agenda for November 28, 2023 Meeting  
MOTION: That the November 28, 2023 agenda be adopted as presented, moved by Melissa Orr, 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 November 28, 2023.		
5. Adopt Public Minutes of October 24, 2023, Meeting  
MOTION: That the public minutes of October 24, 2023, be adopted, moved by Stephanie Theodoropolous, seconded by Carly Douglas. Carried.
6. New BIA Member – postponed due to weather.
7. Strategic Plan – Patty Hayes  
<Stratford BIA Action Plan 2023>

\*Megan Chisholm is now present.

How do Boards usually handle the next steps? Send the specific sub-committee sections to the sub-committees to review; put an Action Plan item on each agenda to discuss something that is being worked on or something that you want to do – keep talking about it. The report should drive the budget – does the budget reflect the Action Plan priorities? The Action Plan is to inspire your own solutions. Be tactile and intentional.

\*Patty Hayes has now left.

MOTION: To accept the Action Plan prepared by Patty Hayes moved by Shawn Malvern, seconded by Stephanie Theodoropolous. Carried.

8. Treasurer Report  
<Working Budget 2023 – 2024 Budget tab labelled Jen 1>

## 2024 Budget Approval

Currently at 103% Revenue and 86% Expenses year-to-date.

MOTION: That the Board approve up to \$300 for a staff holiday dinner, no alcohol included, from account D201 Office Operations moved by Stephanie Theodoropolous, seconded by Councillor Burbach. Carried.

Question: When budget lines are underspent, can the BIA flex with other lines if the overall is not overspent? And does the money underspent in the line carry over to the next budget year? At the last Board meeting of the year, expenses can shift to underspent lines, where it makes sense to do so to balance out the amount spent for each line. The lines do not carry over since we approve a new overall budget each year.

MOTION: To accept the 2024 budget as amended by adding \$5,000 to the Sponsorship Revenue and adding \$5,000 to the Promotion Expense moved by Shawn Malvern, seconded by Melissa Orr. Carried.

## 9. Council Update

CEBA letter came forward to Council November 27, 2023 and was endorsed and will be sent to MP John Nater and Minister Freeland; and onto all Ontario municipalities for consideration of endorsement by them, as well. The letter and Council result was picked up by the press.

The Official Plan updates are coming up next week.

From the BIA Strategic Plan: The City has an entire wayfinding plan. Active Transportation Advisory Committee is working on wayfinding for trails. If you want to create signage, you need to go through the City Clerk and use the branding from the plan. Councillor Burbach will share the guide with the BIA.

And regarding a Memorandum Of Understanding with the City, the Stratford Public Library just went through this process – this is a public document if anyone would like to review that version. Organizations can approach the City if they would like something in place to formalize their relationship (who does what).

Active Transportation Advisory Committee is working on cycling infrastructure with a budget line, and would be interested in working with the BIA. Costs for larger infrastructure is high.

Council approved increased parking fines. The cost to pay for parking is not increasing.

## 10. Sub-Committee Update

<Advocacy and Education Sub-Committee Meeting Minutes Tuesday, November 14, 2023>

Working on a survey to find out what members would like to learn more about for future work. One suggestion was Opioid overdoses and using Naltrexone kits.

The EIDAR training session materials are on the BIA website.

\*Councillor Burbach has now left.

<Beautification Sub-Committee Meeting Minutes November 9, 2023>

The George Street painting will be completed in 2024. The STEPS award will be in the spring.

The Ontario Street new bench artwork will be submitted and installed on December 15<sup>th</sup>.

MOTION: To spend \$8,220, payable to STEPS, for the barricade art moved by Megan Chisholm, seconded by Shawn Malvern. Carried.

<Marketing Sub-Committee Meeting Minutes November 8, 2023>

Pausing the work on the Marketing Plan so the Action Plan can be reviewed and taken into consideration.

11. LOS Working Group

Businesses getting involved in activations are being listed on the Lights On site. These will be promoted through the BIA social outlets.

12. General Manager Report

<General Manager's Report November 20, 2023>

Winter Wander-land had a very successful first weekend – close to 2022 total numbers.

Survey will be sent to the members gauging how the weekends went for their business.

Tracking sales from the businesses will show how much of a lift this event brings to business.

13. Board Meeting Task List

<Board Meeting Task List 2023>

At the December 12<sup>th</sup> meeting, the 2023 year-to-date budget and the BIA boundaries will be discussed. Discussing the boundaries means that staff can move forward. Sixty days' notice is needed for the businesses that would be brought into the tax levy.

14. New Business

Affordable housing advocacy group was out in force at Winter Wander-land. The Chair spoke to one of the representatives and said that if they would like to stay on the periphery of the event with their survey, but not while the people are enjoying the event. This model should be followed for the next weekend, as well, and they need to identify themselves clearly.

15. Adjourn

Motion to adjourn the Board meeting at 8:24 P.M. moved by Stephanie Theodoropolous.