

Downtown Stratford BIA

Board of Directors Meeting December 12, 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: Heidi Rolleman, The Barkery!

1. Call to Order – Chair
2. Land Acknowledgement
3. Adopt Agenda for December 12, 2023 Meeting
MOTION: That the December 12, 2023 agenda be adopted as amended to include a short get to know a member presentation by Heidi Rolleman of The Barkery!, moved by Carly Douglas, 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 December 12, 2023.		
5. Adopt Public Minutes of November 28, 2023, Meeting
MOTION: That the public minutes of November 28, 2023, be adopted, moved by Carly Douglas, seconded by Stephanie Theodoropolous. Carried.
6. New BIA Member – Heidi Rolleman, The Barkery!
Heidi gave an overview of the business.
Request from the BIA: The farther end of Downie Street could use more promotion from the BIA, including street signs that direct to the businesses south of City Hall.

*Heidi Rolleman has now left.

7. Treasurer Report
Balance of the cost of the carousel will be coming through the December 18 payables. A few Downtown Dollars continue to come through each week.

2024 budget was sent to the Clerk for Council. The Treasurer and General Manager will be presenting to the City's Finance and Labour Sub-Committee in January.

Beautification would like to do a painted Bell box and a wrapped box for a total of \$3,700. STEPS would pay \$500 for each of the two artists

Motion that the BIA move ahead with the box project for a total of \$3,700, less \$1,000 from STEPS moved by Stephanie Theodoropolous, seconded by Councillor Burbach. Carried.

The following are motions to move \$16,350 in the budget lines to balance out the over and underspends for 2023.

Motion that \$7,000.00 from Beautification D238 move into Community Engagement D275 moved by Jennifer Birmingham, seconded by Stephanie Theodoropolous. Carried.

Motion that \$350.00 from Advocacy & Education D201/D204 move into Office Operations D201 moved by Jennifer Birmingham, seconded by Carly Douglas. Carried.

Motion that \$500.00 from Directory Maintenance D235 move into Office Operations D201/D204 moved by Jennifer Birmingham, Councillor Burbach. Carried

Motion that \$1,000.00 from Promotion D261 move into Community Engagement D275 moved by Jennifer Birmingham, Stephanie Theodoropolous. Carried.

Motion that \$3,000.00 from Digital Downtown Dollars D261 move into Destination Animation Fund D265 moved by Jennifer Birmingham, seconded by Shawn Malvern. Carried.

Motion that \$2000.00 from Digital Downtown Dollars D261 move into Office Operations D201/204 moved by Jennifer Birmingham, seconded by Melissa Orr. Carried.

Motion that \$2,500.00 from Website Maintenance & Hosting D260 move into Community Engagement D275 moved by Jennifer Birmingham, seconded by Stephanie Theodoropolous. Carried.

Discussion will take place in 2024 regarding balancing each line in a more efficient way.

A meeting will be requested for the staff to meet Michael Koktan, Manager of Financial Services, The City of Stratford Corporate Services in 2024.

8. Strategic Plan <BIA Action Plan Nov 2023>

Motion that in 2024, the BIA focus on the seven items in the Action Plan on slide 91 moved by Shawn Malvern, seconded by Carly Douglas. Carried.

The Sub-committees will decide what their priorities are from the Action Plan and begin working towards those in 2024.

Motion that the BIA Chair and BIA General Manager rewrite the BIA procedural bylaws, with assistance from the BIA Administrative Assistant and City Clerk, followed by approval by the BIA Executive and Board of Directors, and the final goal for the bylaws to go to City Council for endorsement in 2024, moved by Shawn Malvern, seconded by Carly Douglas. Carried.

9. BIA Tax Levy Boundaries

The BIA is looking into matching the City Official Plan Designation of the Downtown Area. The Board would need to work through section 209 of the Municipal Act for the process.

Motion that the BIA increase the current BIA boundaries to include any areas that are included in the City's Official Plan designation of the Downtown Area moved by Shawn Malvern, seconded by Carly Douglas. Carried.

* Megan Chisholm is now present.

10. New Business

Grant Opportunities

Experience Ontario for activations November 2023 to March 2024 – due January 11, 2024. The application was not successful last year due to not being related enough to tourism. The BIA has more data this year that could show the tourism drive the BIA has.

Tourism Grant for activations April 2024 to March 2025 – due February 28, 2024. The idea would be to use this grant for a Winter Wander-land type event in 2024.

Both are cost-sharing grant at 50%.

Motion that the General Manager pursue these two grant opportunities moved by Shawn Malvern, seconded by Carly Douglas. Carried.

11. Adjourn

Motion to adjourn the Board meeting at 7:27 P.M. moved by Megan Chisholm.