

## Downtown Stratford BIA

Board of Directors Meeting February 27, 2024

6:15 P.M. Stratford Public Library and via Zoom

### MINUTES

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

Staff: Jamie Pritchard

Guests: Ryan O'Donnell

1. Call to Order – Chair
2. Land Acknowledgement
3. Adopt Agenda for February 27, 2024 Meeting  
MOTION: That the February 27, 2024 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 February 27, 2024.		
5. Adopt Public Minutes of January 23, 2024, Meeting  
MOTION: That the public minutes of January 23, 2024, be adopted, moved by Stephanie Theodoropolous, seconded by Melissa Orr. Carried.
6. New BIA Member – Kelly Lindsay, Corner Candy Store Co.  
Specialize in custom bags of candy, international and retro treats, and other custom orders like table favours, fundraisers. They also carry freeze-dried candy from Sarnia.  
Question from the Board: What would help drive traffic to York Street, which is a common request? Every day traffic could use more signage, plus an extra push during special events. Consistent hours for the other businesses might also help. Cheering on other businesses in the downtown is important.  
  
\*Kelly Lindsay has now left.
7. Treasurer Report  
Payables have consisted of Downtown Dollars, OBIAA membership, office operations and the tax levy refund.  
  
Motion that the Board releases the 2021 and 2022 audited/unaudited statements to the General Manager for the Federal Development grant moved by Shawn Malvern, seconded by Councillor Burbach. Carried.
8. Human Resources Update

- Performance Reviews  
Administrative Assistant, Member and Animation Liaison, Content and Social Media Manager review are complete. The General Manager review is this week.

#### 9. Executive Committee Election

Recording Secretary declares Nominations Open for Chair.

Recording Secretary asks for Nominations.

Shawn Malvern nominates Stephanie Theodoropolous for the Chair position.

Recording Secretary asks for any further nominations.

Recording Secretary asks for motion to close nominations for Chair. Shawn Malvern closes nominations for Chair, seconded by Councillor Burbach.

Recording Secretary asks Stephanie Theodoropolous if they wish the Nomination to Stand. Agree.

Recording Secretary asks for all those in support of Stephanie Theodoropolous as Chair to raise their hand. Stephanie Theodoropolous is declared as Chair for the current year.

Newly elected Chair declares Nominations Open for Vice-Chair.

Newly elected Chair asks for Nominations.

Shawn Malvern nominates Melissa Orr for the Vice-Chair position.

Newly elected Chair asks for any further nominations.

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

Newly elected Chair asks Melissa Orr if they wish the Nomination to Stand. Agree.

Newly elected Chair asks for all those in support of Melissa Orr as Vice-Chair to raise their hand. Melissa Orr is declared as Vice-Chair for the current year.

Newly elected Chair declares Nominations Open for Treasurer.

Newly elected Chair asks for Nominations.

Shawn Malvern nominates Jennifer Birmingham for the Treasurer position.

Newly elected Chair asks for any further nominations.

Newly elected Chair asks for motion to close nominations for Treasurer. Shawn Malvern closes nominations for Treasurer, seconded by Melissa Orr.

Newly elected Chair asks Jennifer Birmingham if they wish their Nomination to Stand. Agree.

Newly elected Chair asks for all those in support of Jennifer Birmingham as Treasurer to raise their hand. Jennifer Birmingham is declared as Treasurer for the current year.

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. Shawn Malvern closes nominations for Secretary, seconded by Melissa Orr.

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

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.

#### 10. Annual General Meeting

Being held at Features. Currently 33 people registered (Board and staff included).

Sub-Committee Chairs are invited to present their sub-committee's information at the AGM.

## 11. Council Update

Councillor Burbach is trying to get information regarding the Erie Street and Erie Street parking lot construction timing. The Erie Street parking lot rebuild is being reviewed. These projects have not gone out to tender yet.

The suggestion has been planted with the Canadian Dairy XPO to run a shuttle from the Rotary Complex to downtown for lunch (and parking). They are already using exhibitor shuttles from their accommodation to the Rotary Complex. The group is using the Tom Patterson Theatre the day before the main event and then shuttled to downtown dining.

The General Manager has received the City's Wayfinding Signage package and is looking into a grant for signage. This falls under the Beautification Sub-Committee.

## 12. Strategic Plan

<BIA Action Plan Nov 2023>

Beautification: Art project, bike racks, crosswalk painting, garbage receptacles, lighting audit. Shawn Malvern will be the BIA Board representative on the Public Safety Working Group.

Advocacy & Education: Working on the EIDAR resource library for member training. Bringing partners in to collaborate with funding and to gather existing resources. Another aspect is bringing workshops to members – the first one is May 6 and is about mental health, as per the member survey results. Various organizations will be brought in to share their areas.

Marketing: Finalizing taglines and marketing plan, and web site optimization. There will be businesses writing blogs for the site to new content for promotion.

Sub-Committees are switching to Working Groups to complete tasks and looking to space whole sub-committee meetings out.

## 13. Sub-Committee Update

- LOS Working Group

36 businesses responded to the survey

77% agreed or strongly agreed that they were satisfied with the 2023/24 LOS event

74% agreed or strongly agreed that LOS is an effective strategy for growing a cultural tourism draw in the winter

77% agreed or strongly agreed that LOS is effective in activating the downtown and park system for the community and visitors during the 4-week festival

Likely to recommend: 44% 10 - 13% 9 - 13% 8

Not open late 46% no increase – Open late 57% no increase

Reading the survey is hard to do since some businesses participated with special offers and events, and some of them did not.

The BIA needs to get involved much earlier for this event – June or July – in order to get more of downtown involved.

## 14. General Manager Report

OBIAA Conference early payment is due by March 1.

Motion that the General Manager spend \$2,700 to attend the OBIAA annual conference – 2 full days for the General Manager and Member and Animation Liaison, plus 1 day for the

Content & Social Media Manager moved by Councillor Burbach, seconded by Stephanie Theodoropolous. Carried.

CJCS radio is celebrating their 100-year anniversary and are holding a party in Market Square in August. The BIA can partner on this event using the items that were used for the BIA anniversary event. A Working Group would be formed out of the Marketing Sub-Committee.

Motion that the BIA makes a \$1,000 commitment to the CJCS 100-year anniversary moved by Megan Chisholm, seconded by Melissa Orr. Carried.

Downtown Dollars on Shopify – The sale would take place on Shopify, but the Dollars would still be paper and mailed out from the DS office. The purchaser would pay for mailing. If the BIA is going to run this until the full digital dollar plan comes into play, there needs to be a solid plan for this to run that long and to be successful. The Marketing Sub-Committee Chair will work with the General Manager on this project.

Artwork – Changing on March 15 on bench outside of Shoppers Drug Mart. The artwork is outdoors at Revival House. Artwork for an electrical box was also shared.

#### 15. New Business

##### Governance Documents

Motion that Shawn Malvern continue to work on the BIA Governance documents moved by Shawn Malvern, seconded by Councillor Burbach. Carried.

##### Sub-Committee Placement

Shawn Malvern will join the Beautification Sub-Committee.

##### BIA Boundaries

Motion that Shawn Malvern continue to work on the BIA boundary changes moved by Councillor Burbach, seconded by Melissa Orr. Carried.

##### Human Resources Committee

The Chair will remain as the Human Resources Chair at this time. The policy around the Chair of this Committee will be reviewed during the upcoming governance work.

#### 16. Adjourn

Motion to adjourn the Board meeting at 8:03 P.M. moved by Shawn Malvern.