

Downtown Stratford BIA

Board of Directors Meeting April 23, 2024

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

MINUTES

Board in Attendance: Stephanie Theodoropolous, Jennifer Birmingham, Megan Chisholm, Shawn Malvern, Carly Douglas

Staff: Jamie Pritchard*

Guests: Ryan O'Donnell*, Sarah Filion*

1. Call to Order – Chair
2. Land Acknowledgement
3. Adopt Agenda for April 23, 2024 Meeting
MOTION: That the April 23, 2024 agenda be adopted as amended to switch the New Business with In-Camera Session moved by Carly Douglas, seconded by Shawn Malvern. 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 April 23, 2024.		
5. Adopt Public Minutes of February 27, 2024, Meeting
MOTION: That the public minutes of February 27, 2024, be adopted, moved by Shawn Malvern, seconded by Jennifer Birmingham. Carried.
6. New BIA Member – Sarah Filion, Matilda Gallery & Art Bar
Open Thursday to Sunday for May from 11am until late. Will consider more days of the week as the community gets busier.
Offering some brunches and will be expanding to other meals with a new chef.
All original art – mostly paintings and some sculptures. For vendor events, it is open to a broader type of artist. Will be holding a Stratford artist takeover event again on June 1.
Events in Market Square don't seem to have an impact on foot traffic. They appreciate maps to give to visitors that tell them where else to go.

*Sarah Filion has now left.
7. Treasurer Report
Due to a payroll discrepancy in 2023, there was less surplus than originally reported, and \$36,000 will need to be reserved from the 2024 budget. This will be discussed further at the May Board meeting.
8. Annual General Meeting
The exhaust fans were a bit of an issue for hearing questions from the floor. Members mentioned that they didn't receive the Annual General Meeting package. The package is

mailed to each property on the tax roll and to the BIA business list. The BIA should consider a follow up each year with highlights of the recent Annual General Meeting.

9. Council Update

Not present. No update.

A question for Councillor Burbach is if paid parking is being pushed out further from the downtown, for example Morenz Drive.

10. Strategic Plan

Continues to guide the sub-committee projects, and into the working groups to execute.

11. BIA Boundaries

<Boundary Report for Council 2024>

Motion that the Boundary Report for Council 2024 be accepted by the BIA Board of Directors and approve moving forward with the Clerk's Office once all the final pieces are in place moved by Shawn Malvern, seconded Jennifer Birmingham. Carried.

12. Sub-Committee and Working Group Update

Car Free Friday – Moving these events around the downtown, e.g. Shoppers Drug Mart, MBK Law (sponsoring June 1), St. Patrick Street art installation location.

Art on the barricades on St. Patrick Street continues. The box wraps should be done in April.

Marketing tagline finalists:

Downtown Stratford, the heart of our community. | Our Downtown, Your Community.

Motion that the BIA Board accept the tagline "Downtown Stratford, the heart of our community" as the official BIA tagline moved by Carly Douglas, seconded by Shawn Malvern. Carried.

Advocacy & Education session May 6 7-9pm Public Interactions and Mental Health currently has 18 registrants. Connections Centre, Social Services, and hopefully by-law officer Kelton Frey and Victim Services, attending.

13. General Manager Report

Taylor Crinklaw will review the St. Patrick and Downie Street parking lots to see about lighting changes. All is budget dependent. Currently they are working on a reactive basis. Allen's and O'Higgins alleys will also be considered. An idea that came out of the recent meeting was approaching Lights On Stratford for permanent installations in the alleys. Meaningful meetings with the Safety Working Group need to take place regarding the concerns downtown – leaving work after hours; individuals with substance and mental health concerns; dangerous driving through downtown and traffic-calming measures (Erie Street should be addressed with the 2024 construction).

Looking into a hop-on, hop-off bus loop from the St. Patrick/Downie Street parking lots around the downtown streets and back. Expanding to the theatres could be reviewed.

Signage matching grant received for \$5,681. Looking into pole or sidewalk signs. All would be approved by City staff and recommended to Council. Highlight items outside of Ontario Street, such as York Street, Erie Street, Downie past Market Square, etc., or washroom signs. The Beautification Chair will call a sub-committee meeting to discuss and the General Manager will find out if there is a deadline for accepting the grant.

Sniffari is coming in June as this year's dog friendly event. Sponsored map with pet-owner resources listed and a link to the website where a list of pet friendly businesses will be.

14. New Business

None noted.

15. Human Resource Committee Update

In-Camera session to discuss Personal Matters about an identifiable individual(s) including municipal employees or local board employees (section 239.(2) (b), to adjourn to Open Session following the In-Camera session.

Motion by Shawn Malvern that the Board of Directors meeting adjourn to an In-Camera session to discuss Personal Matters about an identifiable individual(s) including municipal employees or local board employees (section 239.(2) (b), to adjourn to Open Session following In-Camera session, seconded by Carly Douglas. Carried.

*Recording Secretary, BIA staff and the meeting guest have now left.

In-camera session.

Motion by Shawn Malvern that the Board come out of the In-Camera session and reconvene into Open Session, seconded by Jennifer Birmingham. Carried.

Megan Chisholm advised that the Board of Directors met in In-Camera to discuss the following matter: Personal Matters about an identifiable individual(s) including municipal employees or local board employees (section 239.(2). The following decisions were made: An employment contract renewal was approved for a 5-year term and will be extended to the employee in question for their approval.

16. Adjourn

Motion to adjourn the Board meeting at 8:14 P.M. moved by Carly Douglas.