

## Downtown Stratford BIA

Board of Directors Meeting June 20, 2024

9:00 A.M. Destination Stratford and via Zoom

### MINUTES

Board in Attendance: Stephanie Theodoropolous, Melissa Orr, Jennifer Birmingham, Carly Douglas, Councillor Burbach

Staff: Jamie Pritchard

Guests: Ryan O'Donnell\*

1. Call to Order – Chair
2. Land Acknowledgement
3. Adopt Agenda for June 20, 2024 Meeting  
MOTION: That the June 20, 2024 agenda be adopted as revised to remove New Member presentation, 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 June 20, 2024.		

5. Adopt Public Minutes of April 23, 2024, Meeting  
MOTION: That the public minutes of April 23, 2024, be adopted, moved by Carly Douglas, seconded by Jennifer Birmingham. Carried.

6. Treasurer Report  
Currently 48% Revenue and 28% Expenses year-to-date.  
D009 Bank Charges – this line has never had charges against it, but, as of February, the City is now passing bank charges onto the BIA. The costs have averaged \$23 per month.

#### Winter Wanderland Expenses

The Executive Committee met regarding Winter Wanderland expenses and have the following recommendation:

MOTION: That the Board approves the recommendation from the Executive Committee to approve the Winter Wanderland expenses for a trackless train and a snow globe at a cost of \$7,189.06 moved by Jennifer Birmingham, seconded by Councillor Burbach. Carried.

MOTION: That the BIA alter their internal working sub-committee budget to meet the 2024 budgetary goals as outlined in <Working Budget 2024 – with revisions> moved by Stephanie Theodoropolous, seconded by Jennifer Birmingham. Carried.

7. Council Update  
Erie Street resurfacing is expected in the autumn. This includes the repaving of the Erie Street parking lot.

Kelton Frey, new Community Safety By-Law Officer is working in the downtown to improve safety downtown for businesses and the community. Their hours are 8:30am-4:30pm. It was noted that after-hours staff is still needed.

8. BIA Boundaries

There are many tasks that have to happen within the City to make the boundaries the same as the Official Plan downtown area. Follow up with Karmen Krueger is to happen in July.

9. Sub-Committee and Working Group Update

Marketing Sub-Committee working groups focused on Wander-land and Halloween.

Advocacy & Education Sub-Committee met with Emily Skelding, City of Stratford's Supervisor of Waste Operations, to talk about downtown composting and waste management.

Discussing Green bins in Market Square, York Street and Tom Patterson Island to align with Al Fresco. Working on the July 15 7:00-9:00 P.M. workshop regarding safety with Constable Fischer and St. John's Ambulance.

Beautification Sub-Committee is working with ATAC to put in more bike racks. Working on using the wayfinding grant. One idea that is being executed is shopping districts with signage to identify the different areas with wraps, maps, etc. Monday at 5:00 P.M. the media is coming to the St. Patrick Street artist blocks.

10. General Manager Report

Sniffari map launching at the dog event in Market Square event tonight, June 20.

Sniffari cinch bags with giveaways for the first 50 dogs. Both paid for by the advertisers.

Sidewalk sale items are being planned – lemonade, popcorn. The sub-committee would like \$1,000 to support the sidewalk sale day. Reusable decorations need to be researched.

MOTION: That \$1,000 be earmarked from D275 for the sidewalk sale moved by Councillor Burbach, seconded by Carly Douglas. Carried.

11. New Business

Today's meeting replaces the June 25<sup>th</sup> Board meeting. July 23 and August 27 are next.

12. Adjourn

Motion to adjourn the Board meeting at 9:48 A.M. moved by Stephanie Theodoropolous.