

Downtown Stratford BIA

Board of Directors Meeting July 23, 2024

6:15 P.M. Destination Stratford and via Zoom

MINUTES

Board in Attendance: Stephanie Theodoropolous, Melissa Orr, Jennifer Birmingham, Megan Chisholm, Shawn Malvern, Carly Douglas, Ryan O'Donnell, Carl Gross, Councillor Burbach

Guests: Kevin September* – Our Stör(y), Zac Gribble* - Destination Stratford

1. Call to Order – Chair
 2. Land Acknowledgement
 3. Respectful Workplace Policy
 4. Adopt Agenda for July 23, 2024 Meeting
MOTION: That the July 23, 2024 agenda be adopted as presented moved by Carly Douglas, seconded by Megan Chisholm. Carried.
 5. 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 July 23, 2024.		
 6. Adopt Public Minutes of June 20, 2024, Meeting
MOTION: That the public minutes of June 20, 2024, be adopted, moved by Melissa Orr, seconded by Ryan O'Donnell. Carried.
 7. New BIA Member – Kevin September, Our Stör(y)
<slides on own computer>
Closed on Mondays. 11am-6pm most weekdays, 11am-7pm Fridays – will stay open until 7pm on performance days, open earlier on Saturday and later Sunday.
Need to be on the BIA email newsletter list. Interested in hosting a BIA Coffee Club.
- *Kevin September has now left.
8. Lights On Stratford – Zac Gribble, Destination Stratford
<Lights On Stratford Winter Festival of Lights Dec 13 2024 – Jan 19 2025 Emergence>
Gold Sponsor \$10,000 – the BIA has contributed this amount in the last 4 years.
Is there any Indigenous cultural performances planned? An Indigenous piece will be part of opening night prior to the speeches.
Hours are Thursday – Sunday 5-10pm. The goal is 50% from the region + 50% from further.
Stratford Transit hop-on hop-off buses will be running this year (except major holidays).
Lights On semi-permanent summer pop-up opening soon to the tourism office that will draw people into the office where they can get information from the team.
Sponsors will be promoted in Market Square and on Tom Patterson Island on digital screens.

*Zac Gribble has now left.

Suggestion to put Lights On into the annual budget for future years.

The suggestion is to take \$5,000 from D261 Digital Gift Certificates, D261 Promotion \$2,500 and D261 Holiday Animation \$2,500 to make \$10,000.

Motion: That the BIA support Lights On Stratford for Gold Sponsorship of \$10,000 - \$5,000 D261 Digital Gift Certificates, \$2,500 D261 Promotion and \$2,500 D261 Holiday Animation moved by Shawn Malvern, seconded by Ryan O'Donnell.

Shawn Malvern has requested a recorded vote.

In favour: Unanimous

Opposed: None

Carried.

9. Treasurer Report

Revenues are at 49%, Expenses are at 36%. Downtown Dollars are at 34% revenue, but this is typical and is on par with 2023. Insurance has increased 5.4% over 2023.

10. Council Update

Erie Street resurfacing is expected in August. Bike lanes are still in the works and may not be done at the same time. The Erie Street parking lot is expected to be in the fall.

Based on the downtown traffic study, there are safety improvements coming for Waterloo/Ontario, Church/Huron/Ontario.

Respectful Workplace Policy will be reviewed by staff, but it will continue.

11. BIA Boundaries

No update.

12. Sub-Committee and Working Group Update

Wanderland has \$7,500 in sponsors, to date. All planning is going well. Working on fire pits, selling trees, other activations.

Halloween met this morning. Planning Hallow-Week bingo for the week leading up to the 31st.

Five stamps gets a draw entry for Downtown Dollar prizes. Encouraging businesses to give out candy for kids in costume. The Stratford Festival is willing to donate a pair of tickets.

Barricade project is complete (ribbon cutting will be August 9 with the Chocolate Barr's Car Free Friday), two box wraps are complete, bench for fall is complete. Wayfinding project needs to go to Council and that plan is being worked on.

Mural group is meeting Friday to get started on the plans.

Advocacy & Education is working on logistics for green bins into the AI Fresco program.

The Safety & Security July session was not as well attended as the previous session.

The August 19th session focuses on sport development and tourism with Kylie Wasser from Destination Stratford.

13. General Manager Report

<General Managers Report to the Board of Directors July 16, 2024>

Working with ATAC on getting more bike racks. Budget will pay for around 16.

Shuttle bus for members – concerns with where the buses can pull over to let on or off; and less staff due to retirements.

Bank access – the BIA has access to view the accounts and statements. The General Manager, Administrative Assistant and Treasurer will have access.

E-transfers are now possible for sponsorships, large Downtown Dollar sales.

Credit card statements are now pulled directly by staff. The City is testing uploading credit card receipts to the system for Treasurer approval to replace the current manual system.

Along with the wayfinding grant, a Community Activator grant for the mural on the Sutton building was approved for \$26,250 – the BIA will cover the HST.

Robert Ritz Erie Street Parking Proposal has been brought forward. They are presenting to a Council sub-committee July 24.

14. Adjourn

Motion to adjourn the Board meeting at 7:56 P.M. moved by Stephanie Theodoropolous.