

Downtown Stratford BIA

Board of Directors Meeting August 27, 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: Bruce Borgundvaag, Alastair Home & Design

1. Call to Order – Chair
 2. Land Acknowledgement
 3. Respectful Workplace Policy
 4. Adopt Agenda for August 27, 2024 Meeting
MOTION: That the August 27, 2024 agenda be adopted as presented moved by Shawn Malvern, seconded by Councillor Burbach. 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 August 27, 2024.		
 6. Adopt Public Minutes of July 23, 2024, Meeting
MOTION: That the public minutes of July 23, 2024, be adopted, moved by Ryan O'Donnell, seconded by Carly Douglas. Carried.
 7. New BIA Member – Bruce Borgundvaag, Alastair Home & Design
New to design being the primary career – residential and commercial. Moved to Stratford five and a half years ago. Not as much foot traffic as expected in the first eight weeks. Applying for a sandwich sign. Working to make sure that people know they are also a retail shop. Took part in a Stratford-Perth Business Centre program to get started with this first business. A great program to get them to focus on the details and focus their energy on choosing design or retail or both. Also created a network of others that have been through the program. Finding the right location was the biggest challenge. Start-up capital was the next one. A larger network of mentors would have been helpful. They don't want to be part of the competition; they prefer to be part of a design community here. Profitable versus appealing. Focus on sustainability (e.g. bags made from reused billboards) and quality products, plus sustainability store décor. Chairs, benches, side tables and other small décor items.
- *Bruce Borgundvaag has now left.
8. Treasurer Report
Expenses since the last meeting: Payroll, Lights On Stratford sponsorship, new bike rack prototypes. YTD 49% Revenue and 45% Expenses. In the Finance folder, the first draft of

the budget is there for review. Each sub-committee needs to review and get back to the Treasurer with their plans and corresponding budget after their next sub-committee meeting so the Treasurer can prepare a budget for September Board discussion. A sponsorship line has been added to the expenses. Reviewing sponsorship documents from other BIA's for BIA supporting the community and the guidelines around this.

9. Council Update

Erie Street Parking Lot

A presentation regarding a multi-level garage came back to Council. The plan has residential above the garage and the main floor would be service and retail space. The lot in its current state is a hazard. The last discussion was to fix the lot as it can be right now to buy some time to move forward with a better plan. Wellington Street businesses have easements into the Erie Street lot to be addressed.

Albert Street and Nile Street Traffic Circle

The circle is lower to act as a speed bump for larger vehicles but are intended to be driven around the circle for smaller vehicles. Yield and roundabout signs are now in place.

10. Sub-Committee and Working Group Update

Beautification

Mural - Working on getting the artist painting the Sutton mural to be completed for the grant this year. Working on budget for the artist to stay in the city for two weeks. An option was brought forward at the Board meeting and will be confirmed.

Wayfinding – Going to City Council on September 9. Samples shared at the Board meeting.

Bike racks – Prototypes are in, going to the Heritage Sub-Committee next.

Cigarette butts – Looking into some solutions for the plethora of butts.

Bench artwork – Will be changed up after sponsorship confirmation.

Advocacy & Education

EIDAR Training – Web resource with other resources is live, but not promoted, yet. The official launch is September 16 at City Hall as the monthly BIA learning session (Anne Heckman from the Stratford Public Library will present the resource). City employee training is extended beyond City staff – those emails will be shared with the BIA. Will investigate something to send out to catch the attention of the membership so they understand the session and the resource.

Al Fresco Green Bins – Pilot Project Market Square bins are out and are being used. Being picked up every Tuesday and Friday, instead of just Friday typical pick up.

National Day for Truth and Reconciliation – Working with the City on education programming.

Marketing

Wanderland

Rink downtown is not going to happen due to the cost of the insurance.

Digital Marketing

Working through the site, including SEO (e.g. back links).

Halloween

Working on a Getting to Know Your Downtown piece. The ghost walking tours are not sponsored by the BIA but will also be promoted by the BIA.

11. General Manager Report

<General Managers Report to the Board of Directors August 20, 2024>

Finishing the bus program and will send information out to members this week. The tickets will be available for purchase at the tourism office.

Chuck's Roadhouse opens this Thursday. A new business story will be gathered this week.

12. New Business

Governance

A high-level document is close to being ready to share with the Board. Waiting on an official answer to one of the questions that has been raised.

13. Adjourn

Motion to adjourn the Board meeting at 7:42 P.M. moved by Stephanie Theodoropolous.