

local board employees (section 239.(2)). The following decisions were made: direction was given to the Treasurer for line D200 in the 2025 budget.

<Working Budget 2024 – 2025 Board tab>

2024: D002 \$13,000 expected – D005 \$23,000 expected.

Draft 2025 budget is sitting at less than a 4% increase. Budget will be sent to the Board for review. Final budget comes to the November Board meeting.

8. Council Update

Destination Stratford has requested an additional Council representative on their Board.

Councillor Burbach has put their name forward. The Board's current Councillor made the request as extra oversight due to the increased amount of funds flowing to the organization.

City budget process is coming up.

Construction projects are moving forward.

9. Sub-Committee and Working Group Update

Advocacy & Education

The monthly session numbers dropped from the first to the most recent. There will be a break until 2025 for the sessions. Deciding on speakers and topics (e.g. cyber security). It was suggested that more social media presence was needed for these sessions.

Working on waste/recycling/compost combination bins for Market Square with Destination Stratford. Other items can be moved to other Al Fresco locations. City is looking into permanent in-ground receptacles in the future. Co-branding on the receptacles.

Marketing

Wanderland Google ads are running. Suggestion to see if there is a group that would like to do gift wrapping downtown. Al Fresco year-round can be used to complement the event.

Social media stats for the year will be presented to the Sub-Committee in November for them to review and meet about in January with a plan moving forward.

Beautification

Downie Street mural ribbon cutting happens Wednesday.

Wayfinding artwork has been confirmed for the pole wraps. More planned for 2025.

Heart-shaped bike wraps will be done by October 25th and will be installed.

Bench artwork will be explored for an alternate use if not on the bench.

10. Governance Review

<Stratford City Centre (Operating as Downtown Stratford Business Improvement Area (DTS BIA)) Governance>

This document is meant to be the overarching document for the BIA Governance. Highlighted sections have revisions. The phrase "in good standing" was discussed as those paying their tax levy are eligible, however, not every paying member is the best to fill a vacancy. Revisions will be made and discussed with the Clerk.

Final review of this document will be brought to the November Board meeting for voting.

Alternative Funding Working Group

There has been one volunteer from the membership. Patty Hayes has volunteered to a virtual meeting to discuss their experience. The next step is to recruit working group members.

11. General Manager Report

<General Managers Report to the Board of Directors October 13, 2024>

Thirty-eight businesses signed up for Trick or Treating on October 26 event.

Sold four bus passes to date.

Stratford won the Best Downtown through International Communities in Bloom.

12. Adjourn

Motion to adjourn the Board meeting at 8:15 P.M. moved by Melissa Orr.