Downtown Stratford BIA

Board of Directors Meeting October 22, 2024 6:15 P.M. Destination Stratford

MINUTES

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

- 1. Call to Order Chair
- 2. Land Acknowledgement
- 3. Respectful Workplace Policy
- 4. Adopt Agenda for October 22, 2024 Meeting MOTION: That the October 22, 2024 agenda be adopted as amended to include an in-camera session moved by Shawn Malvern, seconded by Melissa Orr. 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 October 22, 2024.
- 6. Adopt Public Minutes of September 24, 2024, Meeting MOTION: That the public minutes of September 24, 2024, be adopted, moved by Carly Douglas, seconded by Councillor Burbach. Carried.
- 7. Treasurer Report

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 Jennifer Birmingham. Carried.

*Recording Secretary and BIA staff 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 Councillor Burbach. Carried.

Megan Chisholm advised that the Board of Directors met 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: 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 oversite 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.