

Downtown Stratford BIA

Board of Directors Meeting September 24, 2024

6:15 P.M. Destination Stratford

MINUTES

Board in Attendance: Stephanie Theodoropolous, Jennifer Birmingham, Shawn Malvern, Ryan O'Donnell, Councillor Burbach

Guests: Vishal, Curry Zone

1. Call to Order – Chair
2. Land Acknowledgement
3. Respectful Workplace Policy
4. Adopt Agenda for September 24, 2024 Meeting
MOTION: That the September 24, 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 September 24, 2024. | | |
6. Adopt Public Minutes of August 27, 2024, Meeting
MOTION: That the public minutes of August 27, 2024, be adopted, moved by Jennifer Birmingham, seconded by Ryan O'Donnell. Carried.
7. New BIA Member – Vishal, Curry Zone
What is the most popular dish? First beginner dish is always butter chicken or veg korma. Popular dish at Exeter location is goat curry, which led to popular lamb curry in Stratford. Most curries are gluten-free and nut free. Vegan and dairy-free are available. Cooked to order for customers to choose their level of spice. Lunch specials have worked well – made up of half portions. Article in Stratford Times brought lots of foot traffic. Third party dining apps are working well for them. Street food appetizers will be brought in as the lunch menu. Adjusting the menu based on customer feedback. Offering menu items from many regions of India. Participated in the BIA Sidewalk Sale and did well. A lot less foot traffic on Erie – Scoopers was a good draw. Working on promotions with sport teams and will investigate charities to support. Take out and dine in, plus 3rd party delivery (currently pricing is the same for delivery). Working on a local delivery partner if it can be automated.

*Vishal has now left.
8. Treasurer Report
72% of Revenue and 52% of Expenses
The 2025 budget is sitting at an 14.11% increase based on all the project asks, ideally it

would be closer to 4% (based on a typical cost of living increase to the tax levy). An opportunity could be that the Municipal Accommodation Tax that is generated by downtown rooms sold be given to the BIA, along with other funding opportunities through the City. A delegation to Council with a report and recommendation would need to be completed by a Working Group.

Motion: That the BIA forms a Working Group to work on further funding opportunities outside of tax levy increases moved by Shawn Malvern, seconded by Ryan O'Donnell. Carried.

Co-Chairs Shawn Malvern and Jennifer Birmingham will work on recruiting group members through a general membership ask, plus some sector specific asks.

Resources will be sent out to the Board members to discuss the budget at October meeting.

9. Council Update

Erie Street work is still moving towards downtown. There is a delay by the province on some asks. The Erie Street lot is scheduled for the spring. The downtown parking focus will be on the Grand Trunk site. The Grand Trunk Ad Hoc Committee is looking to be able to animate the site in the coming months while the larger planning is taking place. The site is not serviced, so extra lights are not currently possible, however, the darkness near the entrance might be able to be addressed.

Looking to pass the City budget this calendar year instead of in February. This will be a three-year projection budget.

BIA by-laws to change quorum goes through Council via the City Clerk. By-laws in October.

10. Sub-Committee and Working Group, General Manager Update

<General Managers Report to the Board of Directors September 17, 2024>

Advocacy & Education

National Day for Truth and Reconciliation Day September 30, City Hall Aud. 10am & 2pm.

Requested more recycling bins in Market Square and that they are marked well.

Beautification

Downie Street mural starts being painted on Monday. The yellow concrete wall will be offered to the artist with an arrow, artist signing, etc. On budget for the project.

The Accessibility Advisory Committee is working on the ramp and doorbell distribution.

Mapped the poles to put wraps on.

Marketing

Two bus passes sold for the discounted BIA program.

Working on bringing the Safety & Security Committee back together with the new Community Safety and Wellbeing Officer, Josh Lee-Him. Looking into the "who to call" document.

11. New Business

Increased safety issues in the downtown core being brought to Safety & Security Committee.

12. Adjourn

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