

## **Downtown Stratford BIA**

Board of Directors Meeting November 26, 2024

6:15 P.M. Destination Stratford

### **MINUTES**

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

1. Call to Order – Chair
2. Land Acknowledgement
3. Respectful Workplace Policy
4. Adopt Agenda for November 26, 2024 Meeting  
MOTION: That the November 26, 2024 agenda be adopted as presented moved by Megan Chisholm, seconded by Carly Douglas. 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 November 26, 2024.		
6. Adopt Public Minutes of October 22, 2024, Meeting  
MOTION: That the public minutes of October 22, 2024, be adopted, moved by Megan Chisholm, seconded by Melissa Orr. Carried.
7. Treasurer Report  
Current 100% of Revenue and 82% of Expenses.  
  
Beautification would like the Board to consider the bench art being put back in the budget with the plan to get a sponsor to cover the cost in exchange for the sponsor's logo on the BIA artwork. The plan is if a sponsor was not found by August, this would not go ahead.  
  
Motion: That the BIA Board approve the draft 2025 budget, as presented, with a tax levy increase of 3.86% moved by Jennifer Birmingham, seconded by Megan Chisholm. Carried.
8. Council Update  
Not present.
9. Sub-Committee and Working Group Update  
Beautification  
Working Groups have been formed for specific projects.  
Wayfinding pole wraps have been installed.  
Wayfinding grant for 2025 has been applied for, along with an art placement grant.

## Marketing

Changing the layout of the marketing meetings that will include stats and comparisons year-over-year. Wanderland has had 2,900 more paid views than this time last year. Due to this change, the Working Group minutes will be sent out to the Board.

## Wanderland

Good social media attention this year.

Tracking foot traffic this year.

City building and transit screens are advertising Wanderland.

## Advocacy & Education

Last meeting was cancelled. Nothing to report.

## 10. Governance Review

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

Nothing to report.

## 11. Alternative Funding Working Group

Working on specific projects to bring to the City for funding from the Municipal Accommodation Tax (e.g. downtown lighting approximately \$5,000). Not prepared to go to Council yet.

## 12. General Manager Report

<General Managers Report to the Board of Directors November 19, 2024>

Working on using grant funds and completing reports and applying for the next projects – art and wayfinding.

## 13. New Business

December Board Meeting Date

Meeting cancelled.

## 14. Adjourn

Motion to adjourn the Board meeting at 6:45 P.M. moved by Megan Chisholm.