

## **Downtown Stratford BIA**

Board of Directors Meeting April 22, 2025

6:15 P.M. 47 Downie Street, Stratford, ON

### **MINUTES**

Board in Attendance: Stephanie Theodoropolous, Melissa Orr, Jennifer Birmingham, Megan Chisholm, Shawn Malvern, Ryan O'Donnell, Carl Gross, Councillor Burbach

1. Call to Order – Chair
2. Land Acknowledgement
3. Respectful Conduct Statement
4. Adopt Agenda for April 22, 2025 Meeting  
MOTION: That the April 22, 2025 agenda be adopted as presented moved by Melissa Orr, seconded by Megan Chisholm. 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 April 22, 2025.		
6. Adopt Public Minutes of February 25, 2025, Meeting  
MOTION: That the public minutes of February 25, 2025, be adopted, moved by Ryan O'Donnell, seconded by Councillor Burbach. Carried.
7. Annual General Meeting March 25, 2025  
The AGM went well and was well attended.  
Parking is still the number one topic. Councillor Burbach is still working on encouraging a City parking study. Letters of encouragement for a parking study can go to Council, Interim Chief Administrative Officer (CAO), Clerk and Deputy Clerk.  
Two sub-committee volunteers were gained for Beautification.
8. Treasurer Report  
Revenue is 24% YTD. Expenses 13% YTD.
9. Human Resources  
Staff reviews are complete.
10. Council Update  
Public meeting regarding the property at Nile and Albert Street. An application to renovate for a multi-unit residential has been received. No public concerns left unanswered.  
The Erie Street property that was being renovated has been taken down due to safety concerns. No news on the plans for this property now.  
The Erie Street parking lot refurbishment has begun in the lower lot. The upper lot will follow.  
The Official Plan is being worked on. The timeline is unknown due to staffing shifts. We're still

interested in getting the BIA boundaries adjusted.

The new CAO timeline is three months.

Active Transportation Advisory Committee (ATAC) looking into safe bike lockup. There are potential business partners that could help with space and partners to build options.

#### 11. Sub-Committee and Working Group Update

Advocacy and Education

<Thursday, March 6, 2025>

The show and tell went well and was a good community event.

Micromobility is a potential next focus.

Marketing

<Marketing Sub-Committee Minutes Wednesday, March 26>

Working groups and leaders (Champions) have been established. Looking to fill in the marketing gap during Q1.

#### 12. Governance Review

Nothing to report.

#### 13. Alternative Funding Working Group

Looking at options to spend the 2024 surplus. The surplus in the bank account needs to cover Q1 each year to cover until the first tax levy payment is paid out, but the rest of the annual budget needs to be used each year. The Board would approve of any changes.

Local organizations are looking into a group that would include the BIA, to discuss how the City's MAT portion would be spent.

#### 14. General Manager Report

<General Managers Report to the Board of Directors April 15, 2025>

La Diperie is being rebuilt with a 6-month timeline.

The Lights On Stratford Market Square sponsorship was discussed, as well as complementary ideas to augment the Festival. Suggestion to expand the BIA bus tour for 2025 for networking and to celebrate the partnership.

MOTION: That the BIA supports the Market Square Lights On Stratford installation as a \$10,000 Gold Sponsor moved by Shawn Malvern, seconded by Carl Gross. Carried.

A request to purchase another BIA computer was presented. The General Manager will move forward with the best option.

The Board had a discussion regarding the Web site and training on Elementor.

#### 15. New Business

Boardwalk patio – Interest in having a multi-year (or earlier) contract for patio each year. The acceptances for 2025 have still not been received from the City. No flower boxes allowed.

#### 16. Adjourn

Motion to adjourn the Board meeting at 7:40 P.M. moved by Stephanie Theodoropolous.