

## **Downtown Stratford BIA**

Board of Directors Meeting May 27, 2025

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

### **MINUTES**

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

Guest: Selena Jones from Fresh By Selena

1. Call to Order – Chair
2. Land Acknowledgement
3. Respectful Conduct Statement
4. Adopt Agenda for May 27, 2025 Meeting  
MOTION: That the May 27, 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 May 27, 2025.		
6. Adopt Public Minutes of April 22, 2025, Meeting  
MOTION: That the public minutes of April 22, 2025, be adopted, moved by Ryan O'Donnell, seconded by Carl Gross. Carried.
7. Treasurer Report  
Presented by the General Manager  
The second levy payment was received on April 28, 2025.  
Revenue is at 24% with expenses at 22%. The Tax Levy Refund is a credit of \$274.24 (budgeted for \$10,000).  
  
Surplus Funds  
Audited Statements from years after 2021 - the Administrative Assistant will check with the City Finance Department.
8. Council Update
  - Parking study letter from the BIA  
<DTS BIA Parking Study Council Request May 2025>  
The letter will be sent to City Council. Support letters from InvestStratford, Destination Stratford and Conestoga College will be requested.
9. Sub-Committee and Working Group Update  
Marketing  
<Marketing Sub-Committee Minutes Wednesday May 14>

Introduction to Selena Jones from Fresh By Selena who is taking care of the digital platforms for the BIA. Discussion around what is going well and future ideas.

Sidewalk Sale: Looking into buskers. Ads are for sale.

Discussing a Ten Bucks Back program for the fall. This will come back to the Board in June.

#### Beautification

<Beautification Sub-Committee Meeting Minutes Thursday May 8>

Working with ATAC and the police on two safe bike racks at the station with cameras.

Bench art has been offered to Shoppers Drug Mart to sponsor.

Wayfinding is almost complete as they work on the pole wraps.

Looking into having the new blank barricade painted beside the police station.

Owners of Ellam's coming to Stratford. The plan is to meet with them to find out the timeline.

MOTION: That the BIA General Manager investigate using up to \$1,500 towards a covering for the former Ellam's hoarding, with the BIA logo, from the Tax Levy Refund line on the budget moved by Stephanie Theodoropolous, seconded by Megan Chisholm. Carried.

#### Advocacy and Education

<Advocacy and Education Sub-Committee Minutes Wednesday May 7, 2025>

Planning another Show & Tell for the fall to talk about winter offerings.

Micromobility needs City bylaws regarding E-bikes and E-scooters.

#### 10. Governance Review

This will come back to the Board after speaking to Councill Burbach.

Boundaries: Aware that this will not include many tax levy-paying properties. The BIA decided to create a formal report to present to Ashley Price and request a meeting to review the report. The Past Chair, General Manager and Administrative Assistant will attend the meeting. Following that meeting, a report will be prepared for Council.

#### 11. Alternative Funding Working Group

Surplus funds: For the next Board meeting, prepare a report for the Board on where to spend the surplus for the fall.

The BIA would also like to review the Municipal Accommodation Tax funds and what the plan is for spending the half that is kept by the City. Having a seat on a decision committee and taking some specific projects to the City.

#### 12. General Manager Report

<General Managers Report to the Board of Directors May 20, 2025>

Discussed number of parking spots being used by patios as this has been a concern.

Lot across from Brch & Wyn is now closed for parking due to housing being built there. The lot at Waterloo and Grange is the same.

Working on adding a downtown job board and real estate listings for the BIA site. An exchange for tips and tricks in the newsletter for some site labour will be arranged.

#### 13. New Business

Park Patrol has been spotted downtown. They should be in pairs since there are four.

#### 14. Adjourn

Motion to adjourn the Board meeting at 7:32 P.M. moved by Ryan O'Connell.