

## **Downtown Stratford BIA**

Board of Directors Meeting June 24, 2025

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

### **MINUTES**

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

1. Call to Order – Chair

2. Land Acknowledgement

3. Respectful Conduct Statement

4. Adopt Agenda for June 24, 2025 Meeting

MOTION: That the June 24, 2025 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 June 24, 2025.

6. Adopt Public Minutes of May 27, 2025, Meeting

MOTION: That the public minutes of May 27, 2025, be adopted, moved by Ryan O'Donnell, seconded by Carly Douglas. Carried.

7. Treasurer Report

Year-to-date: 47% Revenue – 28% Expenses

New block painting, Dog Days event and Sidewalk Sale are new expenses in the budget.

Insurance bill came in at 9% higher than 2024 (a 5% increase in 2024). The General Manager will get a couple of quotes to compare to.

2022 audit was received and posted on the site, 2023 is not available, yet.

8. Council Update

Councillor Burbach took the governance document to meet with the Clerk and Deputy Clerk to discuss the needs and requests of the BIA. The patio timeline concerns were also discussed. The boardwalks need to be discussed as some of them are showing wear and will need to be replaced. A request needs to be made to the Clerk regarding early discussions and discussing a multi-year application.

Parking study letter from the BIA: The BIA would plan to present to Council and check into support letters that were requested.

Erie Street not likely getting separated bike lanes and narrowed roads from the province.

Pedestrians crossing Huron Street at York Street seems to be getting worse. Some changes to the intersection that includes the library and courthouse for safety is on the work plan.

Pedestrian crosswalk has been installed at Waterloo and William Street.

Bring the boundary request back to the Planning Director once they are back in their position.

9. Sub-Committee and Working Group Update

Advocacy and Education

<Advocacy and Education Sub-Committee Minutes June 4, 2025>

National Day for Truth & Reconciliation – planning an Indigenous film viewing event.

Fall Show & Tell – present what is happening for the winter season, not the same presenters.

Exploring ways to get other cultural observances into the BIA engagement.

Keeping in touch regarding the outdoor Green Bin program.

Micromobility is stalled due to needed complementary bylaws.

Two new sub-committee members joining – one from Sylvan and one from Orr Insurance.

Beautification

New blocks will be painted this week with social media coverage.

Carlie Pearce painting of Ellam's will be featured on the hording during construction.

Marketing

Working on the Sidewalk Sale – print, radio ads, décor and sidewalk chalk for businesses.

Looking for synergies with the new market in Market Square as they start the same day.

10. Governance Review

Reviewed in Council update.

11. Alternative Funding Working Group

Nothing to report.

12. General Manager Report

<General Managers Report to the Board of Directors June 17, 2025>

Building on Erie Street is planning for a retail base with five units per floor for four or five floors. They are asking for a parking exemption which the BIA does not support.

13. New Business

Parking at the Bell location on Brunswick Street – the General Manager will reach out.

August meeting may have quorum constraints. The meeting may have to be cancelled.

14. Adjourn

Motion to adjourn the Board meeting at 7:20 P.M. moved by Carly Douglas.