

Downtown Stratford BIA

Board of Directors Meeting August 26, 2025

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

MINUTES

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

1. Call to Order – Meeting Chair
2. Land Acknowledgement
3. Respectful Conduct Statement
4. Adopt Agenda for August 26, 2025 Meeting
MOTION: That the August 26, 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 August 26, 2025.		
6. Adopt Public Minutes of July 22, 2025, Meeting
MOTION: That the public minutes of July 22, 2025, be adopted, moved by Carl Gross, seconded by Ryan O'Donnell. Carried.
7. Treasurer Report
Revenue 48% - Expenses 42%
8. Council Update
New CAO starts September 2.
New pedestrian light for Downie and George Street intersection this fall.
Huron/Ontario/Church Street, plus Ontario and Waterloo construction slated for the spring.
A lot of conversations about safety in front of the courthouse.
9. Sub-Committee and Working Group Update
Advocacy and Education
< BIA Advocacy and Education Sub-Committee Minutes Wednesday, July 23, 2025 >
Working with the Stratford Public Library for the National Day for Truth and Reconciliation for a film screening at City Hall, to provide other resources like books. A few orange shirts left from the bulk order paid for by the BIA after the member orders came in.

Beautification
Pole wraps being installed in September.
Bench inventory and suggestions have been passed along to the City.
Marketing

Meets on September 10.

Halloween Working Group met in August 2024. A 2025 meeting needs to be set.

10. Safety in the Downtown Stratford Core Committee Update

<Minutes Safety in the Downtown Stratford Core August 6, 2025>

Looking at safety for event spaces where vehicles may be able to enter pedestrian areas.

Moving from six to ten special constables pending grant approval. Auxiliary officers moving from two to ten.

Police services starting the video footage community program in the downtown area.

Bike racks are going in at the police station with cameras.

Smoking in Market Square is controlled by the Perth District Health Unit, not City by-law.

Starting with an education program before giving out fines. Enforcement of provincial littering bylaw – who enforces?

Noise complaints regarding vehicles can be submitted via coplogic.ca.

Racism acts will be brought forward at the next meeting.

11. Governance Review

Waiting to hear from the City Clerk regarding the governance document submitted June 5.

12. Alternative Funding Working Group

Nothing to report.

13. General Manager Report

<General Managers Report to the Board of Directors August 18, 2025>

Mural at 118 Ontario Street – an ask for Municipal Accommodation Tax for the cost was sent to the Director of Corporate Services. A follow up call is needed. A meeting with an ad hoc committee created to discuss where the Municipal Accommodation Tax could be spent for the City's half of the collected funds.

Downtown Dollar sales are a bit behind. Promotion is going out via newsletters and social.

Upgrade to the site to run a day of the week list of who is open, e.g. Mondays.

A production opportunity is being looked at for the city for a movie shoot downtown.

14. Adjourn

Motion to adjourn the Board meeting at 7:10 P.M. moved by Ryan O'Donnell.