

Downtown Stratford BIA

Board of Directors Meeting September 23, 2025

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

MINUTES

Board in Attendance: Stephanie Theodoropolous, Melissa Orr, Jennifer Birmingham, Shawn Malvern, Megan Chisholm, Councillor Burbach

1. Call to Order – Meeting Chair

2. Land Acknowledgement

3. Respectful Conduct Statement

4. Adopt Agenda for September 23, 2025 Meeting

MOTION: That the September 23, 2025 agenda be adopted as presented moved by Shawn Malvern, 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 September 23, 2025.

6. Adopt Public Minutes of August 26, 2025, Meeting

MOTION: That the public minutes of August 26, 2025, be adopted as presented, moved by Councillor Burbach, seconded by Melissa Orr. Carried.

7. Treasurer Report

Revenue 71% - Expenses 46%

Sub-Committees have until October 14 to get their 2026 budgets to the Treasurer.

Stratford Tourism Alliance Contribution D256 and Destination Development Fund D265 are not paid out. D256 is paid out in the last quarter and the Administrative Assistant is following up on D265.

There was a question about Community Collaboration D002 and if that revenue amount would be reached. The General Manager confirmed where the funds are coming from.

8. Council Update

The City and Council are speaking about an overnight warming centre in the downtown - looking at locations, funds and staffing.

Request to put traffic light at Downie and George Street will not be moving forward, however, the tender will go out for a pedestrian crossing.

Downie Street is being repaved. A traffic light at the transit terminal was brought forward.

Waste collection will continue with the bag tag system. Green bins will be picked up twice per week downtown. Recycling is still waiting for the final plan from the province. The program will convert to recycling carts. There is a concern about how long waste sits curbside.

Overnight parking in the Erie Street lot – being reviewed due to new housing on Wellington Street and Conestoga College. An updated parking study would be ideal.

The Legion is presenting to Infrastructure Transportation and Safety Sub-Committee regarding a painted memorial walkway.

9. Sub-Committee and Working Group Update

Beautification

<Beautification Sub-Committee Meeting Minutes Thursday September 11>

2026 budget is finalized.

The Ontario Street mural project is on hold due to funding.

The contract for the bench outside of Shoppers Drug Mart will lapse if the new owner is not interested in the opportunity.

Marketing

Meeting September 24. Outline from social media will be shared with the Board.

Wanderland is currently sitting under budget.

Halloween October 25 2-4pm trick-or-treating at businesses. Annie tickets as a prize.

Advocacy and Education

<BIA Advocacy and Education Sub-Committee Minutes Wednesday, September 10, 2025>

<BIA Advocacy and Education Sub-Committee Minutes Wednesday, August 21, 2025>

Holiday traditions warming station to celebrate Hanukkah, Kwanzaa and more with crafts.

10. Governance Review

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

11. General Manager Report

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

Karmen Krueger, Director of Corporate Services, will take the Municipal Accommodation Tax request for the mural to Council on October 14.

12. New Business

Website Updates

The city site needs to be updated as it still reflects that the BIA Board needs two people.

The General Manager has sent an email to Tatiana requesting the update. Also, the BIA website needs to reflect the information that is shown on other sites, e.g., garbage tag pricing.

City Disruptions including 3rd Party Work

Communication in advance, or in the moment, if necessary, needs to be given to the businesses that will be affected so that they can inform their customers and prepare appropriately for the disruption.

13. Adjourn

Motion to adjourn the Board meeting at 7:25 P.M. moved by Councillor Burbach.