Downtown Stratford BIA
Board of Directors Meeting October 28, 2025
6:15 P.M. 47 Downie Street, Stratford, ON

MINUTES

Board in Attendance: Melissa Orr, Jennifer Birmingham, Megan Chisholm, Carly Douglas, Carl Gross, Shawn Malvern, Ryan O'Donnell

Guest: Julia Blowes, Stratford Festival

1. Call to Order – Meeting Chair

2. Land Acknowledgement

3. Respectful Conduct Statement

4. Adopt Agenda for October 28, 2025 Meeting
   MOTION: That the October 28, 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 October 28, 2025.

6. Adopt Public Minutes of September 23, 2025, Meeting
   MOTION: That the public minutes of September 23, 2025, be adopted as presented, moved by Carly Douglas, seconded by Ryan O'Donnell. Carried.

7. Treasurer Report
   Revenue 72% - Expenses 73%
   Final tax levy installment of 25% is expected in the account at any time.
   2026: Submitted amounts from the Sub-Committees were reviewed.
   The final 2026 for City Council will be approved at the November Board meeting.

8. Council Update
   Not present.

9. Sub-Committee and Working Group Update
   Marketing
   <Marketing Sub-Committee Minutes Wednesday, September 24, 9:00AM>
   Downtown Trick-or-Treating was very well attended with over 400 children.

10. Governance Review
    Waiting to hear from the City Clerk regarding the governance document submitted June 5.
    A meeting date was proposed but waiting for an alternate option.

11. General Manager Report

<General Managers Report to the Board of Directors October 20/21, 2025>
Website is set up to pull businesses based on their open hours on each day per week. Businesses need to update their hours with the BIA.
The committee working with the Municipal Accommodation Tax spending will not have a BIA representative but could include BIA Members.
November 3 Show & Tell decision to run or cancel will be made on Thursday.

12. New Business

Stratford & District Chamber of Commerce have asked the BIA to cross-promote. There will be social posts, e-mail blast and WhatsApp sharing. In return, the BIA will be the sponsor for the Retail Award.
Doors Open coming back to Stratford April 18 & 19. Sent to Marketing Sub-Committee to discuss how the BIA can align with the event.

13. Human Resources Update

In-Camera session to discuss Personal Matters about an identifiable individual(s) including municipal employees or local board employees (section 239.(2) (b), to adjourn to Open Session following the In-Camera session.

Motion by Shawn Malvern that the Board of Directors meeting adjourn to an In-Camera session to discuss Personal Matters about an identifiable individual(s) including municipal employees or local board employees (section 239.(2) (b), to adjourn to Open Session following In-Camera session, seconded by Carly Douglas. Carried.

*Recording Secretary, BIA staff and the meeting guest have now left.

In-camera session.

Motion by Shawn Malvern that the Board come out of the In-Camera session and reconvene into Open Session, seconded by Jennifer Birmingham. Carried.

Megan Chisholm advises the Board of Directors met in In-Camera session to discuss the following matter: Personal Matters about an identifiable individual(s) including municipal employees or local board employees (section 239.(2). The following decision was made to amend the Human Resources policy to indicate under vacation time entitlement the inclusion of "this timeline can be modified for individual employees at the discretion of the board."

14. Adjourn

Motion to adjourn the Board meeting at 8:00 P.M. moved by Melissa Orr.