

## **Downtown Stratford BIA**

Board of Directors Meeting February 24, 2026

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

### **MINUTES**

Board in Attendance: Stephanie Theodoropolous, Melissa Orr, Jennifer Birmingham, Megan Chisholm, Carly Douglas, Ryan O'Donnell, Councillor Burbach

Staff present: Jamie Pritchard

1. Call to Order – Meeting Chair
2. Land Acknowledgement
3. Respectful Conduct Statement
4. Adopt Agenda for February 24, 2026 Meeting  
MOTION: That the February 24, 2026 agenda be adopted as amended moved by Melissa Orr, seconded Carly Douglas. 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 February 24, 2026.		
6. Guests: Kathy Vassilakos and Rebecca Scott, United Way Perth-Huron  
<United Way Perth-Huron | A better tomorrow starts with YOU!>
7. Adopt Public Minutes of January 27, 2026, Meeting  
MOTION: That the public minutes of January 27, 2026, be adopted as presented, moved by Ryan O'Donnell, seconded by Carly Douglas. Carried.
8. Treasurer Report  
Early in the year. Most payables are Downtown Dollars and the OBIAA Conference is paid. Treasurer will provide information regarding how other BIA's handle sponsorships requests.
  - Alternate Funding Working Group  
Advisory Committee is deciding on how the collected MAT would be spent.
9. Council Update  
The Official Plan is not completed. The province keeps changing their plans that affect municipalities. There is someone designated at the City to work specifically on the Plan. Tenders are going out from the City for the intersection in front of the Courthouse and for the George and Downie intersection.  
City residential area will be a safety zone at maximum 40km/h.  
Requesting a raised crosswalk for George and Downie intersection.

## 10. Sub-Committee and Working Group Update

### Beautification

No report.

### Advocacy and Education

<BIA Advocacy and Education Minutes Wednesday, February 11, 2026, 10:00 am | In Person>

Job Fair March 30 evening with 17 businesses signed up.

Show & Tell April 13 for businesses to share and learn about what's new for 2026.

Asian Heritage Month in May – assisting the committee with contacts and ideas.

Car Free Fridays with ATAC Fridays in June. City staff versus everyone for the commuter cup.

### Marketing

<'Awesome April' Meeting Minutes | Feb 5 2026>

<'Awesome April' Meeting Minutes | Feb 19 2026>

Twelve locations for Doors Open, plus downtown walking tours.

Nashville Takeover: Looking for packages and specials for the weekend. Sold 890 tickets – 27% from Toronto, 19% Stratford. Chicken sandwich contest gathering participants.

## 11. Governance Review

<The Corporation of the City of Stratford Application for the Board of Management of the Downtown Stratford Business Improvement Area (BIA)>

The BIA board terms match Council terms, so this is a new BIA board year, as well. The new application template is due to the Clerk by April 1<sup>st</sup>. Applications for the board spots should be in before October.

## 12. General Manager Report

<General Managers Report to the Board of Directors February 17, 2026>

Counterfeit Downtown Dollars will not be charged due to story given to police.

Ten Bucks Back February edition has over \$4,000 given out to-date.

New mural is being planned with a call for artists.

Coffee Club with the Stratford & District Chamber of Commerce was well intended and more will be discussed.

## 13. Adjourn

Motion to adjourn the Board meeting at 7:38 P.M. moved by Megan Chisholm.