Downtown Stratford BIA
Board of Directors Meeting February 25, 2025
6:15 P.M. 47 Downie Street, Stratford, ON

MINUTES

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

1. Call to Order – Chair

2. Land Acknowledgement

3. Respectful Workplace Policy

4. Adopt Agenda for February 25, 2025 Meeting
   <u>MOTION</u>: That the February 25, 2025 agenda be adopted as presented moved by Carly Douglas, seconded by Ryan O'Donnell. 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 25, 2025.

6. Adopt Public Minutes of January 28, 2025, Meeting
   <u>MOTION</u>: That the public minutes of January 28, 2025, be adopted, moved by Melissa Orr, seconded by Councillor Burbach. Carried.

7. **Executive Committee Election**
   Recording Secretary declares Nominations Open for Chair.
   Recording Secretary asks for Nominations.
   Councillor Burbach nominates Stephanie Theodoropolous for the Chair position.
   Recording Secretary asks for any further nominations.
   Recording Secretary asks for motion to close nominations for Chair. Melissa Orr closes nominations for Chair, seconded by Carly Douglas.
   Recording Secretary asks Stephanie Theodoropolous if they wish the Nomination to Stand. Agree.
   Recording Secretary asks for all those in support of Stephanie Theodoropolous as Chair to raise their hand. Stephanie Theodoropolous is declared Chair for the current year.

   Newly elected Chair declares Nominations Open for Vice-Chair.
   Newly elected Chair asks for Nominations.
   Ryan O'Donnell nominates Melissa Orr for the Vice-Chair position.
   Newly elected Chair asks for any further nominations.
   Newly elected Chair asks for motion to close nominations for Vice-Chair. Carly Douglas closes nominations for Chair, seconded by Councillor Burbach.
   Newly elected Chair asks Melissa Orr if they wish the Nomination to Stand. Agree.
   Newly elected Chair asks for all those in support of Melissa Orr as Vice-Chair to raise their

hand. Melissa Orr is declared as Vice-Chair for the current year.

Newly elected Chair declares Nominations Open for Secretary.
Newly elected Chair asks for Nominations.
Councillor Burbach nominates Megan Chisholm for the Secretary position.
Newly elected Chair asks for any further nominations.
Newly elected Chair asks for motion to close nominations for Secretary. Ryan O'Donnell closes nominations for Secretary, seconded by Carly Douglas.
Newly elected Chair asks Megan Chisholm if they wish their Nomination to Stand. Agree.
Newly elected Chair asks for all those in support of Megan Chisholm as Secretary to raise their hand. Megan Chisholm is declared as Secretary for the current year.

Newly elected Chair declares Nominations Open for Treasurer.
Newly elected Chair asks for Nominations.
Shawn Malvern nominates Jennifer Birmingham for the Treasurer position.
Newly elected Chair asks for any further nominations.
Newly elected Chair asks for motion to close nominations for Treasurer. Melissa Orr closes nominations for Treasurer, seconded by Megan Chisholm.
Newly elected Chair asks Jennifer Birmingham if they wish their Nomination to Stand. Agree.
Newly elected Chair asks for all those in support of Jennifer Birmingham as Treasurer to raise their hand. Jennifer Birmingham is declared as Treasurer for the current year.

8. Treasurer Report
   Early days in the budget process - Annual General Meeting mailing supplies, Ontario Business Improvement Area Conference payments and Downtown Dollars.

9. Human Resources
   <Total RFP Responses 11>
   Interviews with companies have taken place and the recommendation to the Board is to hire Fresh By Selena.

   MOTION: That the BIA accept the proposal from Fresh By Selena and offer the company the Open Content, Social Media, Brand Presence and Website Management Position contract moved by Megan Chisholm, seconded by Melissa Orr. Carried.

10. Annual General Meeting March 25, 2025
    Brch & Wyn space and refreshments. Currently 33 are expected, including Board and staff.

11. Council Update
    BIA Budget – Passed by Council without questions from Council.
    Grand Trunk – Potential directions were presented to Council yesterday. The center area where the existing structure stands would be the main community hub. Animating of the space is the short-term plan once the space is safe and required facilities are secured. Space behind the current transit terminal is being investigated for housing. A new parking study is needed before moving forward with parking ideas. A parking study due to the pressure and ideas for the Erie Street parking lot seems to be possible sooner.

12. Sub-Committee and Working Group Update
    Marketing

Winter Wander-land Working Group has started meeting and gathering sponsors. Looking to grow the Working Group. Booking the train – includes an accessible car and a helper elf.

Beautification
Mural Working Group is meeting soon.
Map signs being installed as part of wayfinding. Installers are waiting for safer weather.
Wayfinding pole wraps are budgeted to install sixty more. The budget will include maintenance and repairs.

Advocacy & Education
<Advocacy and Education Sub-Committee Minutes Tuesday, January 21, 2025>
Cyber Security event Monday, March 3rd at City Hall.
Conflict chart is close to being ready and will come to the next Sub-Committee meeting.

13. Governance Review
No update.

14. General Manager Report
<General Managers Report to the Board of Directors February 18, 2025>
Paying back $2983.66 due to a grant overpayment.
$3540 given out for Ten Bucks Back to date – lower than last year – ends Friday.
Recycling collection downtown will continue and the City will pay for the first ten months of 2026 while they review options past those ten months.
Bringing the situation with the City's DEI Department, and keeping this department, to the A&E Sub-Committee March meeting.
A contract needs to be created for loaning out BIA assets, e.g. fire pits.
A question regarding the patio program for 2025. This needs to be discussed with the Clerk.
Beautification will discuss beautifying the boardwalks, e.g. flowers, art. Sponsors could be considered, but the sign by-law needs to be considered once text is added.
Park Patrol is in the works for 2025 – what are the hours, how many downtown, etc.?

15. New Business
Tariffs – Are we concerned? What are the impacts? Could there be a member workshop? Once the next tariff date comes, the Board should be prepared to speak to it at the AGM.

16. Adjourn
Motion to adjourn the Board meeting at 7:15 P.M. moved by Shawn Malvern.