



MINUTES
DOWNTOWN WOODSTOCK BUSINESS IMPROVEMENT AREA
BOARD OF MANAGEMENT

Present: Steve McGregor (chair), Sarah Hodgkinson, Councillor Kate Leatherbarrow, Wes Mazur, TJ McNamara, Kat Otulak, Jennie Pickard,

Guest: Duane Kumala-Thomas (Operations Manager), Kerry Jarvi (Downtown Development Officer),

Regrets: Eric Boyar, Jordan Ellis, Johannes Olivier, Fadel Zabian

DATE: Thursday, June 12, 2024 **TIME:** 8:30 am

LOCATION: YNCU

- 1) **CALL TO ORDER** – 8:32 a.m.
- 2) **ADOPTION OF AGENDA – MOTION:** To adopt the agenda as presented. **Moved:** T. McNamara
Seconded: S. Hodgkinson **Carried**
- 3) **CONFLICT OF INTEREST** - none
- 4) **ADOPTION OF MINUTES – MOTION:** To approve the board meeting minutes of May 2, 2024.
Moved: W. Mazur **Seconded:** T. McNamara **Carried**
- 5) **DISCUSSION – Social Media Intern** – As circulated. **ACTION:** Marketing & Communications to create brand standards guidelines for content creation.
- 6) **DISCUSSION – By Law Review, Comments from Clerk and Treasury** – hold over
- 7) **DISCUSSION – BIA Process and Non-BIA Business Involvement - ACTION:** DKT & KJ to created full 2025 calendar/schedule for review by the board. Non-BIA businesses will not promote downtown except for lunch concert series.
- 8) **ACTION ITEMS FROM PREVIOUS MEETING:** All completed.
- 9) **COMMITTEE UPDATES** – nothing of note
- 10) **NEW BUSINESS** – none
- 11) **ADJOURNMENT** 9:45 am **Moved:** K. Leatherbarrow **Seconded:** S. Hodgkinson **Carried**

Next Board Meeting – Wednesday, July 3rd, 8:30 am