

AGENDA
DOWNTOWN WOODSTOCK BUSINESS IMPROVEMENT AREA
BOARD OF MANAGEMENT

Present: Eric Boyar, Jordan Ellis, Sarah Hodgkinson, Councillor Kate Leatherbarrow, Wes Mazur (chair), TJ McNamara, Fadel Zabian

Guest: Duane Kumala-Thomas (Operations Manager), Kerry Jarvi (Downtown Development Officer), Joshua Pember (BIA Member), Josh Englmann (BIA Member), Holly Jo(BIA Member), Mark Renaud (Executive Director, Downtown Tillsonburg BIA), Vanessa Fortner (Downtown Tillsonburg BIA), Naomi Dubé (Downtown Tillsonburg BIA)

Regrets: Steve McGregor, Jennie Pickard

DATE: Thursday, October 3, 2024 **TIME:** 8:30 am
LOCATION: First Class First Aid, 476 Peel

- 1) **CALL TO ORDER – 8:35am**
- 2) **ADOPTION OF AGENDA – MOTION:** To adopt the agenda as presented. **Moved:** F. Zabian
Seconded: E. Boyar **Carried**
- 3) **CONFLICT OF INTEREST - none**
- 4) **ADOPTION OF MINUTES – MOTION:** To approve the board meeting minutes of September 5, 2024.
Moved: F. Zabian **Seconded:** K. Leatherbarrow. Zabian **Carried**
- 5) **PRESENTATION –** Mark Renaud, Downtown Tillsonburg BIA (Slide deck to be circulated)
- 6) **DISCUSSION –** Block Captains - **ACTION:** KJ to draft an idea of recruitment, process/procedure/code of conduct/recruitment.
- 7) **DISCUSSION –** Website Changes – Reviewed
- 8) **COMMITTEE UPDATES**
 - a) Promotions - Marketing and Communications
DISCUSSION: DKT presented next social media campaign. Reviewed stats from HeartFM
ACTION: DKT to reach out to HeartFM to discuss rate. **ACTION:** Add discussion of adding video to various components to next committee agenda.
 - b) Promotions - Events
DISCUSSION: Report going to council on special events as circulated. Some members shared their lack of support for the report and how information was processed prior to the report going to council.
 - c) Beautification
Discussion points from committee meeting:
 - i) Seasonal / Holiday Lights – Request Budget and C.O.W. Support for Dotted-Line Area – Address after Streetscape – **current poles do not support a cost effective solution**
 - ii) Light Street – Lighted Theme (Year-Round) – **Great idea**
 - iii) Weeds in sidewalks, gardens, etc – **Garry will start addressing on Saturday**

- iv) Lockers / secured / designated storage for unsheltered persons – not discussed by board
 - v) Request more and adequate number of garbage / waste disposal receptacles – will be addressed by Streetscape
 - vi) What is the Beautification Budget? \$20,000 in 2024. \$13,000 can still be spent
- c) Finance – has not met

9) DISCUSSION – Potential Board Members

DISCUSSION: Five applications were submitted to be on the board. Two people were not qualified to be board members as they were not associated with a downtown business or property. **ACTION:** The three qualified candidates will meet with a staff or board member to discuss what it is like being on the board.

10) NEW BUSINESS

- a) **Accountability Chart – quick review of circulated chart. Move forward for further discussion.**
- b) **Yeti's – move forward**

11) ADJOURNMENT – 10:33am Moved: F. Zabian Seconded: E. Boyar Carried

ACTION ITMES FROM OCTOBER MEETING

- **ACTION:** KJ to draft an idea of recruitment, process/procedure/code of conduct/recruitment.
- **ACTION:** DKT to reach out to HeartFM to discuss rate.
- **ACTION:** Add discussion of adding video to various components to next marketing and communications committee agenda.
- **ACTION:** The three qualified candidates will meet with a staff or board member to discuss what it is like being on the board.