

**AGENDA**  
**DOWNTOWN WOODSTOCK BUSINESS IMPROVEMENT AREA**  
**BOARD OF MANAGEMENT**

**Present:** Steve McGregor (chair), Eric Boyar, Sarah Hodgkinson, Councillor Kate Leatherbarrow, Wes Mazur, Fadel Zabian

**Guest:** Duane Kumala-Thomas (Operations Manager), Kerry Jarvi (Downtown Development Officer), Joshua Pember (BIA Member)

**Regrets:** TJ McNamara, Jordan Ellis, Johannes Olivier, Jennie Pickard

**DATE:** Thursday, September 5, 2024    **TIME:** 8:30 am  
**LOCATION:** First Class First Aid, 476 Peel

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**1) CALL TO ORDER**

**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 August 7, 2024.  
**Moved:** E. Boyar **Seconded:** F. Zabian **Carried**

**5) RESIGNATION – MOTION:** To accept, with regret, the resignation of Johannes Olivier. **Moved:** K. Leatherbarrow **Seconded:** F. Zabian **Carried**

**6) DISCUSSION – Board Vacancies ACTION:** To follow process circulated to recruit new board members.

**7) BY LAW REVIEW – MOTION:** To approve the bylaws as amended to present to the membership.  
**Moved:** K. Leatherbarrow **Seconded:** S. Hodgkinson **Carried**

**Recorded Vote:**

Steve McGregor – Yes  
Eric Boyar– Yes  
Sarah Hodgkinson– Yes  
Councillor Kate Leatherbarrow– Yes  
Wes Mazur– Yes  
Fadel Zabian– No

**8) COMMITTEE UPDATES**

a) Marketing and Communications

**DISCUSSION:** Summer students will continue through the school year due to interest from businesses for content. Website updates will need to be timelier. **ACTION:** Include social media dashboard for next meeting for last six months. **ACTION:** Migrate Woodstock Shopping Night with existing BIA account. **ACTION:** Source quotes to outsource social media.

- b) Special Events – late Christmas hours  
**DISCUSSION:** Suggest extended shopping hours from December 16<sup>th</sup> to 23<sup>rd</sup>. **ACTION:** Email businesses to check for interest. Suggest bringing back the Community Challenge for 2026. Will include elements in 2025.
- c) Beautification  
**ACTION:** Add to the beautification committee agenda discussion of sign at HWY 2 & 4. Discuss the possibility of adding LED lighting to the street.
- d) Town Halls  
**DISCUSSION:** Think of town hall speakers that would be of interest to members. Look at two per town hall. **ACTION:** KJ to book theatre for October 30, 2024/ February 26, 2025 and May 7, 2025. Invite the Deputy Chief to the October Town Hall. **ACTION:** October town hall to be a general meeting to include bylaws.
- e) Bylaw Review – to be disbanded

**9) NEW BUSINESS (from board members)**

- a) Streetscape Project 2025  
**DISCUSSION:**
- b) BIA Levies – An increase will be discussed through budget discussions (December/January).
- c) Shared Service Agreement – Economic Development staff are revising Appendix A to be more relevant to what is currently provided to the BIA. It will be reviewed by the CAO and then circulated to the board through the Co-Chairs.
- d) Safety and Security Downtown  
**DISCUSSION:** Invite WPS to town hall. Discussed emailing pictures of repeat negative behaviours.
- e) Discussion on boundary expansion – To be discussed in December/January)
- f) Discussion on other BIAs processes - **ACTION:** Invite the ED from Tillsonburg to the October Meeting. **ACTION:** Plan a familiarization tour for downtown St. Thomas.

**10) ADJOURNMENT – 10:34am Moved:** S. Hodgkinson **Seconded:** F. Zbian **Carried**