

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

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

**LOCATION:** First Class First Aid, 476 Peel Street

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**Our Vision**

Downtown Woodstock is the heart of Woodstock! Our vision is to make Downtown Woodstock a destination of choice for residents and visitors for shopping, dining, entertainment, diverse activations, and cultural experiences.

**Our Directive**

To improve and sustain the vibrancy and prosperity of downtown Woodstock through beautification and promotional efforts.

**1) CALL TO ORDER**

**2) ADOPTION OF AGENDA – MOTION:** To adopt the agenda as presented.

**3) CONFLICT OF INTEREST**

**4) ADOPTION OF MINUTES – MOTION:** To approve the board meeting minutes of November 7, 2024.

**5) RECEIVE AS INFORMATION:** Housekeeping changes to City of Woodstock By-law Chapter 36.

**6) DISCUSSION – MOTION:** To adopt the Accountability Chart as circulated.

**7) DISCUSSION** – General Meetings 2024/2025

**8) DISCUSSION** – Board Composition (Co-chairs, elections, vacancy)

**9) DISCUSSION** – Training (requirements for staff and board members)

**10) COMMITTEE & TASK FORCE UPDATES**

- a) Promotions - Marketing and Communications (Social media access, HeartFM, Shopping Night Sponsorship)
- b) Promotions – Events (Santa’s House)
- c) Beautification
- d) Finance – Draft 2025 Budget Review
- e) Block Captains

**11) NEW BUSINESS**

**12) ADJOURNMENT**