

MINUTES
DOWNTOWN WOODSTOCK BUSINESS IMPROVEMENT AREA
BOARD OF MANAGEMENT

Present: Wes Mazur (chair), Eric Boyar, Mickala Day, Sarah Hodgkinson, HollyJo, Councillor Kate Leatherbarrow, TJ McNamara (virtual), Joshua Pember, Santana Somers

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

Regrets: Fadel Zabian, Jordan Ellis

DATE: Thursday, December 12, 2024
TIME: 8:30 am
LOCATION: First Class First Aid, 476 Peel Street

- 1) **CALL TO ORDER:** The meeting was called to order at 8:33 a.m. All present introduced themselves.
- 2) **ADOPTION OF AGENDA – MOTION:** To adopt the agenda as presented with the addition of new business. **Moved:** J. Pember **Seconded:** E. Boyar **Carried**
- 3) **CONFLICT OF INTEREST NONE**
- 4) **ADOPTION OF MINUTES – MOTION:** To approve the board meeting minutes of November 7, 2024. **Moved:** J. Pember **Seconded:** S. Somers **Carried**
- 5) **RECEIVE AS INFORMATION: Housekeeping changes to City of Woodstock By-law Chapter 36. Defer to January 2, 2024.**
- 6) **DISCUSSION – ACCOUNTABILITY CHART – MOTION:** To adopt the Accountability Chart as circulated. **Moved:** K. Leatherbarrow **Seconded:** S. Hodgkinson **Carried ACTION:** Create an Associate Member Task Force with J. Pember (chair), TJ McNamara, K. Baird.
- 7) **DISCUSSION – General Meetings 2024/2025 – ACTION:** Have 2025 proposed budget ready for February Town Hall for circulation. Have AGM in May.
- 8) **DISCUSSION – Board Composition (Co-chairs, elections, vacancy) DISCUSSION:** With a vacancy on the board what should the next steps be. Possible need for a policy on filling board vacancies. Option of asking people to join the board to increase representation of different business types and locations within downtown. **ACTION:** Revisit discussion in January
- 9) **DISCUSSION – Training (requirements for staff and board members DISCUSSION:** K. Baird reviewed training already provided to Garry. Governance training for the board will take place January 2nd. Possible value in another BIA 101. **ACTION:** K. Baird to investigate required training for D. Kumala-Thomas through COW HR.
- 10) **COMMITTEE UPDATES**

Promotions - Marketing and Communications – (Social Media Access, HeartFM, Shopping Night Sponsorship) **DISCUSSION:** Website updates to include page for committees and calendar integration. Use of logos. Cost of HeartFM campaigns. How many people should have access to social media accounts. **ACTION:** S. Hodgkinson to follow up with HeartFM for proposal for 2025. **ACTION:** D. Kumala-Thomas to send S. Hodgkinson social media passwords so the chair of the Marketing and Communications Committee has access as a back up. **ACTION:** D. Kumala-Thomas to re-register DWBIA group for CNOY (February 22, 2025). **ACTION:** Send invites via e-newsletter and social media to encourage non-board members to join committees. **DISCUSSION:** Staff to be more aware of information on the website and how current it is. (Currently pages have past pictures and incorrect links.) **ACTION:** K. Baird to send invite to board members to manage their own website page.

- Promotions - Events – (Santa’s House) **DISCUSSION:** Interior renovations were paid by the DDO. **ACTION:** K. Baird to book next Promotion- Events meeting in January. Board/Staff to include E. Boyar (chair), J. Pember, S. Somers, D. Kumala-Thomas and K. Baird
- Beautification – nothing to report
- Finance – Draft 2025 Budget Review. **DISCUSSION:** Percentage increase in relation to property value and reliance on reserves was discussed. **ACTION:** K. Baird to circulate some additional numbers on impact to property owners.

11) NEW BUSINESS MOTION: To accept with regret the resignation of Steve McGregor. **Moved: Holly Jo**
Seconded: S. Somers Carried

12) ADJOURNMENT 10:23 a.m. Moved: E. Boyar Seconded: M. Day Carried