

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

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

**Guest:** Duane Kumala-Thomas (Operations Manager), Mickala Day, Joshua Pember, Santina Somers

**Regrets:** TJ McNamara , Kerry Jarvi (Downtown Development Officer) HollyJo, Jordan Ellis,

**DATE:** Thursday, November 7, 2024

**TIME:** 8:30 am

**LOCATION:** YNCU, 400 Dundas Street

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- 1) **CALL TO ORDER:** The meeting was called to order at 8:32 a.m.
- 2) **ADOPTION OF AGENDA – MOTION:** To adopt the agenda as presented. **Moved:** Fadel **Seconded:** Eric **Carried** Unanimous
- 3) **CONFLICT OF INTEREST** NONE
- 4) **ADOPTION OF MINUTES – MOTION:** To approve the board meeting minutes of October 24, 2024.  
\*The motion was deferred as the minutes need to be re-written. The minutes of October 24, 2024 will be presented for approval at the next meeting.
- 5) **BOARD RESIGNATION – MOTION:** To accept with regret the resignation of Jennie Pickard. **Moved:** Wes **Seconded:** Eric **Carried** Unanimous
- 6) **BOARD MEMBERS – MOTION:** To nominate the following new board members: Mickala Day (Evolution Electronics), Holly Jo (The Kiln Room Ceramic & Art Studio), Joshua Pember (First Class First Aid), and Santina Somers (Knotty Beauty Inc.).  
**Moved:** Fadel **Seconded:** Kate **Carried** Unanimous  
The newly nominated Board members were introduced and each provided background information about themselves and their business.  
**ACTION:** The list of nominees for the Board of Management will be sent to the City for Council ratification.
- 7) **DISCUSSION –** Block Captains – as circulated  
Wes discussed the block captains and communication liaison and their roles and responsibilities. These roles will not necessarily be filled by Board Members but rather by the BIA members as a volunteer opportunity for the membership.

The Board will discuss the blocks and how many captains will be needed at the January meeting. A Task Force will meet to review the BIA map and create blocks etc. for the January meeting.

**MOTION:** Receive as information. **Moved:** Kate **Seconded:** Eric **Carried** Unanimous

**ACTION:** Wes, Joshua, Sarah & Mickhal will form as the Task Force

#### 8) **DISCUSSION** – Downtown T-shirts

Duane shared the design and logo of the downtown t-shirts, including the cost and time frame.

Duane advised the Board that Doug from Record Works offered to sell the merchandise on behalf of the BIA. Fadel also offered to sell the merchandise.

The Board inquired about the budget for merchandise. The Board made the following suggestions:

- Wear the merchandise at the next downtown hall.
- Made in Canada T-shirts - Duane will look into this.
- QR Code on Sleeve for people to scan to take you to downtown BIA channels.
- Incorporate “Love Downtown Woodstock”

**MOTION:** Received as information. **Moved:** Joshua **Seconded:** Santana **Carried** Unanimous

#### 9) **DISCUSSION** – 2025 Budget

Fadel spoke to the break down of the budget and potential increase to the levy in 2025. He advised that during the pandemic the BIA board decided to decrease the levy for two years. The Board discussed how to now catch up to pre-2019 numbers.

The Board discussed sponsorships opportunities, the Finance committee bringing more recommendations to the BIA Board, and the possibility of a substantial increase to beautification line.

**MOTION:** Received as information. **Moved:** Sarah **Seconded:** Mickala **Carried** Unanimous

#### 10) **COMMITTEE UPDATES**

- Promotions - Marketing and Communications – Minutes circulated, Shopping Nights Marketing An update on plans for 2025, themes, events, and bringing back maps was provided.
  - Invite Mike Crabb from the Woodstock Chamber to the next downtown hall meeting
  - A list of speakers for future downtown hall meetings was created
  - Heart FM promotions: Sarah will provide an update on prices for 2025

The next meeting for this committee will be held on Tuesday the 19th of November and the Marketing and Communications Manager from the City of Woodstock will be present. Mickala to be included in upcoming marketing committee meetings.

- Promotions - Events - Next meeting in December, Sip and Social second week of December  
No updates at this time.
- Beautification – Minutes circulated

**Recommendations to bring to the Board:**

1. Weeds
2. Lockers
3. Beautification Budget re: staff
4. Vacant lots, empty buildings, deteriorating

**ACTION:** The Beautification Committee will draft an advocacy letter about vacant buildings in the downtown, vacant building registry bylaw, and ways to install art on vacant buildings. Wes and Duane will bring the draft letter to a future BIA Board meeting for review.

**ACTION:** The Board request Duane, Operations Manager, to email the membership to ask for volunteers to pull weeds this Sunday, November 10th, from 11am-1pm to prepare for holiday events in the downtown. Supplies will be provided by Board members.

**Moved:** Eric **Seconded:** Wes **Carried** Unanimous

- Finance  
Fadel, Wes, and Mickala will form as the committee.

**11) NEW BUSINESS** (*needs to be included at the beginning of the meeting*)

The Accountability Chart was deferred to the December Board meeting.

**12) ADJOURNMENT MOTION:** That the meeting adjourn at 10:27 a.m. **Moved:** Sarah **Seconded:** Eric  
**Carried Unanimous**