

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

**Present:** Wes Mazur (chair), Eric Boyar, Mickala Day, Sarah Hodgkinson, HollyJo, Councillor Kate Leatherbarrow, Fadel Zabian

**Guest:** Duane Kumala-Thomas (Operations Manager), Kerry Baird (Downtown Development Officer), Perry Lang, Woodstock Hospital President and CEO; Teresa Martins, Oxford OHT Executive Director; Jill Blaire, Woodstock Hospital Manager of Outpatient Mental Health Services; Cindy Smart, Woodstock Hospital Vice President of Patient Care and Chief Nursing Officer, Kerrie Gill, Education Officer and Keziah Hope, Facilities Rental and Special Events Coordinator

**Regrets:** Joshua Pember, Jordan Ellis, TJ McNamara, Santina Somers,

**DATE:** Thursday, March 6, 2025                      **TIME:** 8:30 am  
**LOCATION:** First Class First Aid, 30 Metcalf Street

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- 1) **CALL TO ORDER** - The meeting was called to order at 8:31 a.m.
- 2) **ADOPTION OF AGENDA – MOTION:** To adopt the agenda as presented. **Moved:** F. Zabian  
**Seconded:** M. Day **Carried.**
- 3) **CONFLICT OF INTEREST**
- 4) **ADOPTION OF MINUTES – MOTION:** To approve the board meeting minutes of February 6, 2025. **Moved:** K. Leatherbarrow **Seconded:** E. Boyer **Carried.**
- 5) **PRESENTATION – HART Hub** - Perry Lang, Woodstock Hospital President and CEO; Teresa Martins, Oxford OHT Executive Director; Jill Blaire, Woodstock Hospital Manager of Outpatient Mental Health Services; Cindy Smart, Woodstock Hospital Vice President of Patient Care and Chief Nursing Officer  
**Discussion Notes:** Introductions of all in attendance. (DKT arrived at 8:34) Presentation of slideshow, made a point to share that the Wellness Centre on Graham St will be an inpatient treatment centre for addiction, not a shelter. Construction on Graham will likely start Q4 2025 for 12 months. The board extended an invite to the May 7, 2025 Downtown Hall.
- 6) **CO-CHAIR UPDATES** – Upcoming delegations to City Council **Discussion Notes:** Budget presentation will take place on March 20, 2025 at 7pm to City Council. A written delegation will be submitted to support the Parks department in their request for another horticulturist.
- 7) **DISCUSSION** – Woodstock Museum - Black History Month **Discussion Notes:** Kerrie Gill, Education Officer and Keziah Hope, Facilities Rental and Special Events Coordinator. Arrived at 9:30am to pull the winner of the BHM shop hop draw. Departed 9:36am
- 8) **DISCUSSION** – Strategic Plan Benchmarks **Discussion Notes:** ACTION: Committees to review strategic priorities/timelines and bring information back to board.

9) **DISCUSSION** – Rainbow Certification **Discussion Notes:** Discussed what the program is, whether it was a good idea to apply as a BIA or encourage individual businesses. **ACTION:** Staff to draft a webpage by April 3rd to bring back to the board for adoption.

10) **DISCUSSION** – Land Acknowledgement **Discussion Notes:** Discussed not currently having a land acknowledgement on our website. **ACTION:** HollyJo to create a draft by April 3rd to bring back to the board for adoption.

11) **DISCUSSION** – Board Meeting Times **Discussion Notes:** Discussion to explore changes, discussion deferred to April 3rd. **ACTION:** K. Baird to discuss location availability with J.Pember. F. Zabian left at 10:00am

12) **DISCUSSION** – Committee Meeting Times **Discussion Notes:** Deferred

13) **COMMITTEE & TASK FORCE UPDATES** **ACTION:** Staff to send out committee recruitment information for all committees via email/social media.

a) Promotions - Events and Activations - Note upcoming St Patrick's Day promotion.

b) Promotions - Marketing and Communications - Note: HeartFM representative is changing, Daytripping spots have not been filled, Next meeting March 11th 1-2pm

c) Finance - Deferred

14) **NEW BUSINESS**

15) **ADJOURNMENT** Time 10:18 a.m. **Moved:** E. Boyer **Seconded:** S. Hodgkinson **Carried.**