

MINUTES
DOWNTOWN WOODSTOCK BUSINESS IMPROVEMENT AREA
BOARD OF MANAGEMENT

Present: Wes Mazur (chair), Eric Boyar, Mickala Day, Sarah Hodgkinson, Councillor Kate Leatherbarrow, TJ McNamara, Joshua Pember, Fadel Zabian

Guest: Kerry Baird (Downtown Development Officer),

Regrets: Jordan Ellis, Santina Somers, HollyJo,

DATE: Wednesday, March 19, 2025

TIME: 7:00 pm

LOCATION: Zoom

- 1) **CALL TO ORDER** - The meeting was called to order at 7:05 p.m.
- 2) **ADOPTION OF AGENDA – MOTION:** To adopt the agenda as presented.
Moved: K. Leatherbarrow **Seconded:** E. Boyer **Carried.**
- 3) **CONFLICT OF INTEREST**
- 4) **ADOPTION OF MINUTES – MOTION:** To approve the board meeting minutes of March 6, 2025.
Moved: S. Hodgkinson **Seconded:** F. Zabian **Carried.**
- 5) **FINANCE COMMITTEE RECOMMENDATIONS –**
 - a) **Procedural Bylaws** - Discussion: Current bylaws do not allow for staff to spend funds without direct approval of the board. Changes may not be needed with added policy.
 - b) **Finance Policy & Procedure** - ACTION: Finance Committee to bring forward a full draft of policy to the next regular board meeting (April 3rd).
 - c) **Social Media** - Discussion: Recommendation to receive minimum 3 quotes from local social media managers/companies. Lighten the load on our operations manager. Professional vs students, or combination. Important to look for someone who can produce effective campaigns and build a knowledge reservoir.
ACTION: Marketing Committee to look for companies and quotes. Create a request for proposal to send out within BIA and outside companies.
- 6) **MARKETING COMMITTEE RECOMMENDATIONS –**
 - a) **HeartFM Package Notes** - Discussion on where HeartFM 21-weeks might be allotted. C.O.W. is placing HeartFM ads about construction and businesses being open. Is HeartFm the right choice this year?
ACTION: Marketing Committee to lay out a weekly plan before board voting on the proposal from HeartFM.
- 7) **NEW BUSINESS**
- 8) **ADJOURNMENT** Time 8:09 p.m. **Moved:** T.J. Mcnamara **Seconded:** F. Zabian **Carried.**