

MINUTES

DOWNTOWN WOODSTOCK BUSINESS IMPROVEMENT AREA

BOARD OF MANAGEMENT

DATE: Thursday, April 3, 2025 TIME: 8:30 am

LOCATION: First Class First Aid, 30 Metcalf Street

Present: Joshua Pember (chair), Eric Boyar, Sarah Hodgkinson, HollyJo, Councillor Kate Leatherbarrow, TJ McNamara, Santana Somers, Fadel Zabian

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

Regrets: Mickala Day, Wes Mazur, Jordan Ellis

1) CALL TO ORDER – 8:32am

2) ADOPTION OF AGENDA – MOTION: To adopt the agenda as amended. Change of item #5 from Co-chair updates to presentation of Draft 2024 Audit by Christene Scrimgeour, Scrimgeour & Company
Moved: F. Zabian **Seconded:** E. Boyar **Carried**

3) CONFLICT OF INTEREST - None

4) ADOPTION OF MINUTES – MOTION: To approve the special board meeting minutes of March 19, 2025.
Moved: HollyJo **Seconded:** S. Somers **Carried**

5) PRESENTATION – Christene Scrimgeour, Scrimgeour & Company. Presentation of the Draft 2025 Audited Financial Statements **ACTION:** K. Baird to circulate journal entries for 2024 as well as the groupings used for the audit. **ACTION:** Board members to submit questions for Christene to K. Baird by April 17th for response.

6) DISCUSSION – Strategic Plan Benchmarks

DISCUSSION: Based on meeting minutes, each committee is following the strategic plan. Will check in again at the end of the next quarter.

7) UPDATES

a) Rainbow Certification – ACTION: Add link (<https://cglcc.ca/programs/rainbow-registered/>) to a BIA Member resource section of the website.

b) Land Acknowledgement – Reviewed three suggested land acknowledgements. **ACTION:** Board Members to think of how we are going to use the land acknowledgement aside from on the website so that it is not just performative. **ACTION:** Review suggestions at May board meeting.

c) Board/Committee Meeting times – Defer to May board meeting

8) DISCUSSION – Parking Bylaws **DISCUSSION:** K. Baird has been working with S. Miller, Manager of Bylaw and H. deHaan, City Engineers since there was an increase in parking enforcement due to a change in the way the parking bylaw was interpreted. Valid discrepancies for parking tickets should be

filed with 21 Markets Street, Engineering Clerks. A report will be going to a May council meeting to allow for permits in the north municipal lots. A full review of parking is expected in early 2026.

9) MOTION: To approve purchasing policy as circulated. – Defer to May board meeting.

10) COMMITTEE & TASK FORCE UPDATES

a) Promotions – Events and Activations

Circulated financial commitments for events for 2025 and 2026. Circulated Streetfest Sponsorship package. **MOTION:** To approve 2025 Streetfest Sponsorship as circulated. **Moved:** F. Zabian **Seconded:** S. Somers **Carried ACTION:** DKT to circulate sponsorship package to board for them to send to contacts. **ACTION:** Events to review the frequency of Woodstock Shopping Nights. **Move April WSN from the 24th to the 17th.**

b) Promotions – Marketing – Nothing additional to committee minutes

c) Beautification – Highlighted the box wrap project.

d) Finance – Nothing additional to committee minutes

11) NEW BUSINESS - none

12) ADJOURNMENT – 9:56am **Moved:** HollyJo **Seconded:** F. Zabian **Carried**