

MINUTES
DOWNTOWN WOODSTOCK BUSINESS IMPROVEMENT AREA
BOARD OF MANAGEMENT

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

Guest: Kerry Baird (Downtown Development Officer), Deputy Chief Nick Novacich (Woodstock Police Services), Brad Hammond (COW - Development Commissioner)

Regrets: HollyJo, Duane Kumala-Thomas (BIA - Operations Manager)

DATE: Monday, September 22, 2025 **TIME:** 6:30 pm
LOCATION: First Class First Aid, 30 Metcalf Street

- 1) **CALL TO ORDER** - The meeting was called to order at 6:30 p.m.
- 2) **ADOPTION OF AGENDA – MOTION:** To adopt the agenda as presented. **Moved:** F.Zabian
Seconded: K.L Leatherbarrow **Carried.**
- 3) **CONFLICT OF INTEREST** - J.Pember disclosed a potential conflict of interest with discussion item 14 - CPR Courses for Members
- 4) **ADOPTION OF MINUTES – MOTION:** To approve the board meeting minutes of August 25, 2025. **Moved:** M.Day **Seconded:** S.Hodgkinson **Carried.**
- 5) **BOARD RESIGNATION – MOTION:** To accept with regret the resignation of Santina Somers. **Moved:** F.Zabian **Seconded:** K.L Leatherbarrow **Carried.**
- 6) **DISCUSSION** - Deputy Chief Nick Novacich, Woodstock Police Services

Discussion Notes: If you see people participating in illegal activities downtown call the Woodstock Police Services non-emergency line. If someone is unresponsive, call 911 and request an ambulance. The board brought up concerns with a lack of confidence in younger officers. Yearly training for all officers contains refreshers on handling difficult and uncomfortable scenarios. In recent months WPS has been working on laying more charges for open-use and possession, with an aim of confiscating and destroying illicit substances. WPS is working on being proactive and sending officers to some of the “hot-spots” to encourage people moving along. Concerns raised by the Board that some business tenants have been refused service by dispatch or discouraged by officers on site because they are not the legal property owners; Deputy Chief ensured he would investigate. Shopping carts are stolen property which can be confiscated, and if left in public spaces can be reported as abandoned to the city works department.

- 7) **DISCUSSION - Letters of Communication regarding the Shared Services Agreement** - Brad Hammond - Development Commissioner

Discussion Notes: The Co-chairs sent the original letter to the City on August 1st, 2025. A meeting was held with the City on August 22nd, 2025. Response from the City was received via email on September 15th, 2025. The City’s response assumes a central cause of failed communications. The City recommends quarterly meetings with various city staff personnel to bridge the gap. K.Baird is the first point of contact, she will send out formal invitations to City

staff on behalf of the BIA. If City staff has not responded in a timely manner, follow-up emails should be sent. Concerns regarding garbage cans and illegal dumping may need to be delegated directly to City Council. Staff Updates will be added as a permanent agenda item. Parking changes to make municipal lots have the same standard will not be occurring at this time. **ACTION:** K.Baird and DKT to develop a list of tasks that each staff member will handle to keep items from being missed or duplicated. Conversations are still taking place with HR regarding the status of employees. Concerns from the Board on how a volunteer board can provide more supervision with limited capacity. **ACTION:** B.Hammond to send an email to W.Mazur, M.Day, F.Zabian, and K.Baird to schedule a meeting.

- 8) **CO-CHAIR UPDATES** – Oxford County Grant 2026, BIA Board Member Insurance Coverage
Discussion Notes: S.Hodgkinson worked hard with the co-chairs to submit the 2026 grant application. We have not heard anything in response, but should expect to hear around the time that the Oxford County Council finalizes the budget (typically Nov-Dec). Insurance for the Board has come up a number of times in the past; Downtown Woodstock BIA Board Members are covered under the Errors and Omissions policy of the City, as well as, General Liability.
- 9) **DISCUSSION** – Handbags for Hospice **Discussion Notes:** We don't have the capacity to sponsor other organizations at this time. **MOTION:** To send the sponsorship package to the membership via our next newsletter. **Moved:** S.Hodgkinson **Seconded:** J.Pember **CARRIED.**
ACTION: Staff to send an email response to the original request stating that we don't have capacity and ask if they are in support of us forwarding the information to our membership.
Note to add a question to future member survey in regards to investigating interest in the BIA sponsoring things on their behalf.
- 10) **DISCUSSION** – Brand Refresh of the BIA **Discussion Notes:** Deferred to October.
ACTION: Invite Colleen Collins to the discussion on brand refresh.
- 11) **DISCUSSION** – BIA Border Expansion **Discussion Notes:** Borders may be moved anywhere we might wish, do not need to follow the center of city streets. All current and future members would be polled, the BIA needs to make a border expansion appealing by offering benefits to all members. Discussions surrounding the budget and implications on the levy need to be investigated further. Can ask the city to run numbers around specific scenarios. It may be best to wait until next term when it comes to initiating a border expansion.
- 12) **DISCUSSION** – Member Survey **Discussion Notes:** Deferred to October
- 13) **DISCUSSION** – Effectiveness and Efficiency of the BIA (Fadel) **Discussion Notes:** Deferred to October
- 14) **DISCUSSION** – CPR Courses for Members **Discussion Notes:** Deferred to October
- 15) **DISCUSSION** – OBIAA Board Nomination / Endorsement **Discussion Notes:** OBIAA operates on 2-year terms. The previous nomination was signed by a past chair of the DWBIA. A nomination is required for K.Baird to stand for the 2025 OBIAA Board Election. No implications to the budget. The board would like to see benefits from a representative being on the OBIAA board. **MOTION:** To direct the co-chairs to sign the nomination form on behalf of the Downtown Woodstock BIA Board. **Moved:** F.Zabian **Seconded:** S.Hodgkinson **CARRIED.**

16) UPDATES

- a) **Committee Interest - Discussion Notes:** Deferred to October

- b) **Board Composition - Discussion Notes:** There are 5 empty seats on the Board, 4 applications have been received at this time. Individuals will be discussed in a closed session.
- c) **Phase 2 Construction - Discussion Notes:** Deferred to October
- d) **Board Governance and Communication Policy and Protocol - Discussion Notes:** Deferred to October

17) COMMITTEE & TASK FORCE UPDATES

- a) **Promotions - Events and Activations -**
- b) **Promotions - Marketing and Communications -** Minutes of September 8th, Durell Analytics Report
- c) **Beautification -** Minutes of September 19th, Recommendations to the board
Request approval of a \$200 budget for refreshments for an Artist walking tour following the installation of the utility box wraps. Request approval of a \$150 budget for lights for Light St. Request a \$1200 budget to order 5 TerraCycle Cigarette Receptacles to be installed. **Discussion Notes:** There is not currently room in the budget to approve expenses. Projects will need to be delayed to early 2026, following the new budget. Debts to artists are approved for 2025, delay DUB wraps if possible.
- d) **Finance -** Minutes of September 18th, Recommendations to the board
No new spending as of September 2025. Any subscriptions be suspended. May need to cut existing line items. Outsourcing of printing to stop immediately. **Discussion Notes:** The purpose of the 2025 levy increase was to avoid using any funds from reserves. Committees must pause spending outside of previously committed obligations. A sponsorship package is needed for this holiday season, and a 2026 sponsorship package for all events. Holiday train commitment of \$10,000, a 50% deposit in non-refundable. **ACTION:** Finance Committee to schedule another meeting to go through finances and look for sponsorship opportunities.

18) CLOSED SESSION

MOTION: That the Downtown Woodstock Board of Management convenes in Closed Session for the consideration of:

- a) **Personal matters about an identifiable individual**
- b) **Labour relation or employee negotiations**
- c) **A position, plan, procedure, criteria, or instruction to be applied to any negotiations.**

At 8:37 pm **Moved:** F.Zabian **Seconded:** J.Pember **Carried.**

19) NEW BUSINESS

20) ADJOURNMENT Time 9:28 p.m. **Moved:** F.Zabian **Seconded:** J.Pember **Carried.**