

Attended: Erin Burke, Suzanne Clarke (Secretary), Sandy Mackenzie, Councillor Norris, Derek Smith (Chair),

Regrets: Cindy Robinson (Treasurer), Mary Beth Trendos, Connie Ward

Staff: Nikki Jackson (BIA Manager) and Bethany Hanman (Events Manager)

Guests: Brian Dean (Burlington BIA), Jackie Dean-Rowley (The Mill Street Cheese Market)

1. Call to Order: meeting called to order at 9:05am by Derek Smith, Chair.

2. Declaration of Quorum: There was none

3. Approval of Agenda – Approved as presented

Motion: To approved the agenda as presented

Moved by: Sandy Mackenzie

Seconded by: Councillor Ron Norris

Motion passed.

It was noted that the Executive will be conducting a budget review do to due updated quotes and additional requests. Due to this, the agenda items impacting the budget and requiring approval will be deferred until the budget review has taken place.

4. Declaration of Interest – None declared

5. New Business:

- a) Resignation as Vice Chair, Jamie Watt - Derek Smith
 - The board has received and accepted Jamie Watt's resignation
- b) Election of new Vice Chair – Derek Smith
 - Mary Beth Trendos withdrew her name for this position
 - Erin Burke would be interested but would like to find out more before committing
 - Will do an email vote if Erin Burke is interested in the role
- c) Resignation of Board Member, Jasmine Gaudet - Nikki Jackson
 - Jasmine was in a bad accident in October and is just returning to work.
 - Cannot commit at time and has resigned from the board
 - The board receives and accepts Jasmine's resignation
- d) BIA website upgrade – Nikki Jackson
 - Need to upgrade Joom!a3 as support discontinuing in August
 - Need to upgrade to Joom!a4
 - Staff have received a quote from Genuweb
 - Genuweb has offered to split the cost ½ this year, ½ in 2024
 - This item was not budgeted
 - A decision about this recommendation and quote will be made upon budget review
- e) Cancellation of Events – Adverse Weather Policy - Nikki Jackson

Motion: To accept the Cancellation of Events-Adverse Weather Policy Downtown Georgetown Business Improvement Area as presented.

Moved by: Sandy Mackenzie

Seconded by: Erin Burke

Motion passed:

- f) Events Manager Bethany Hanman request for FT hours over the summer months – Derek Smith
 - Staff reviewed the recommendation with the Board
 - Deferred until a budget review has taken place

- g) No man’s land – Sandy Mackenzie
 - Land that nobody seems to own
 - Can the Town look into this?
 - Councillor Ron Norris commented that the Town is looking into this, on land that is owned by the estate of the deceased owners, specifically the land beside Shepherd’s Crook. This has been raised as an issue to the Town, by the Shepherd’s Crook as they apply for permanent patio status. The Town is looking into this and working on what they can legally they can do and the next steps.
 - Councillor Ron was not aware of other properties in the Town. He will continue to update the Board as the Town works through the Shepherd’s Crook property.

6. Approval of Previous Meeting Minutes - March 21, 2023

Motion to accept minutes of March 21, 2023 as presented.

Moved by: Suzanne Clarke

Seconded by: Sandy Mackenzie

Motion passed.

7. Correspondence – Nikki Jackson

- a) 2022 Halton Region Business Conditions Results Report highlights
 - Business community has identified climate change as a challenge as a result of business and residential growth in the areas
 - Some business owners are beginning to investigate in climate change initiatives
 - 84% of businesses are forecasting steady or higher revenue over the next 12 months
 - Nearly 50% of respondents are hiring additional staff over next year

- a) Town’s War on Graffiti
 - Nikki Jackson reported that there is a Resolution in front of Council re: War on Graffiti
 - The resolution resolves that “a war on graffiti is declared” and that staff will report back to Council on options such as charge back cost on utility boxes with graffiti and communication options for the public to report incidents of graffiti
 - Economic Development staff will report back to BIA staff once Council has voted on this resolution
 - Councillor Ron Norris reported that it is a bigger issue in Acton, than Georgetown

8. Financial Report – Cindy Robinson, Treasurer

a) Treasurer’s Report for March 2023

b) Financial Statements (Independent Auditor’s Report) for 2022

Motion to accept the Budget vs Actuals 2023 – FY2023 P&L January - March 2023 as presented.

Moved by: Suzanne Clarke

Seconded by: Sandy Mackenzie

Motion passed.

Motion to accept the 2022 Audited Financial Statements as presented

Moved by: Erin Burke

Seconded by: Derek Smith

Motion passed

9. Manager’s Report – Nikki Jackson, Manager, reported on a few highlights from the monthly report.

- OBIAA conference was very good for networking and learning. Highlights will be in next month’s Manager’s report

- Beautification walk about and budget. Beautification budget will be looked at during upcoming budget review
- Good feedback on Community Police Presentation from membership and would like to see more

10. Business Arising

a) Patio Programs update and feedback – Nikki Jackson

- guest speaker Jackie Dean-Rowley
 - Impact of road closure at 3:00pm
 - Thursday not a good time for road closure afternoon, busy time for retailers
 - Not sure how closing the street will help the businesses
 - Lack of parking during road closure will deter customers not attract
 - Suggestions: different day, not close road so early, one or twice a year, not summer time
 - Market during business hours is good for this business
 - Some signage recommendation- Derek asked to bring to Staff and Beautification

b) email from Lynn Ruggle (Shepherd's Crook)

- Covered under New Business – g) no man land discussion

c) D&O liability insurance and content insurance update - Nikki Jackson

- Budget item – needs to be reviewed at Budget Review meeting

d) Strategic Planning 2023 – Nikki Jackson /Derek Smith

- deferred to next Board Meeting

e) Lease of current office – Suzanne Clarke

- deferred to next board meeting

11. Council Update – Councillor Norris

- Covered under New Business – g) no man land discussion

12. Guest Speaker: Brian Dean (Burlington BIA) – Strategic Planning

- Brian had been asked to speak to the Board about the Burlington's BIA Strategic Planning experience. Below are points from Brian's presentation
 - 430 members
 - 3 staff members
 - \$1m budget
 - 22 years in position
 - Approach to Strat Plan over the years
 - Covid has changed expectations – BIA to bring attention to members
 - Used outside source for Strat Plan
 - Third party helped with Outreach and dialogue, frank and honest discussion
 - Various needs of members
 - Vision, KPI, and workplan
 - 3-year stat plan – difficult to predict out further
 - Report card for work
 - Self funded Strat plan
 - Never received funding from City for Strat Planning
 - Sponsorships – the events have caught the attention of sponsorship, sponsorship is event revenue, not towards the cost of the event
 - Partner and sponsorship some of the events
 - Staffing took
 - ROI – beautification projects – work with Municipality – creating a beautiful and healthy community
 - ROI – networking sessions with memberships, meeting each other
 - Some events inside the business, don't have to focus into public place, can bring into places of business

- Burlington highest development growth – how to capture the service-to-service residences in the downtown core

13. Committee updates - Due to time committee reports were deferred to next Board Meeting.

- a) Marketing and Events Committee – Suzanne Clarke, Committee Chair
- b) Farmers Market – Bethany Hanman, Events Manager
- c) Beautification Committee – Nikki Jackson

14. Next Meeting: Tuesday, May 16, 2023 at 9:00am, via Zoom

15. Adjournment

Motion to Adjourn at 10:42am

Moved by: Councillor Ron Norris

Seconded by: Erin Burke

Motion passed