

DOWNTOWN BRANTFORD BUSINESS IMPROVEMENT AREA  
BOARD OF MANAGEMENT MEETING  
MINUTES

February 8, 2024  
Brantford City Hall  
58 Dalhousie Street  
Charlie Ward Room

Barbara Sutherland in the Chair  
Annette Wawzonek – Recording Secretary

**1. ROLL CALL/CALL TO ORDER – 5 needed for quorum**

**PRESENT:**

Sandra Micucci – *Vice Chair*  
Lizanna Koster - *Treasurer*  
Gurpreet Sandhu  
Cathy Oden  
Sean McAllister  
Mayor Kevin Davis

**ABSENT WITH REGRETS:**

Barbara Sutherland – *Chair*  
Keri Korfmann - *Treasurer*

**ABSENT:**

Councillor Samwell

**ALSO PRESENT:**

Sgt. John Billone – *Brantford Police Services*  
Kathryn Broadbelt – *Downtown Revitalization Ambassador – City of Brantford*  
Mae Legg – *Manager, Economic Development & Business Resource Centre – City of Brantford*  
Jennifer Middleton – *Special Events Supervisor – City of Brantford*  
Karen Adams – *Chair, School of Business, Brantford Campus, Conestoga College*  
Tanuj Bathla – *Urban Growth Developments*

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Annette Wawzonek – Recording Secretary  
Sandra Micucci in the Chair  
The meeting was called to order 8:03AM

**2. APPROVAL OF THE AGENDA**

2.1 AGENDA  
**MOVED BY** Lizanna Koster  
**SECONDED BY** Cathy Oden  
THAT the Agenda for February 8, 2024 BE APPROVED.  
**CARRIED**

**3. DECLARATIONS OF CONFLICT OF INTEREST**

None

**4. DELEGATIONS/PRESENTATIONS (10 Minutes each including Q&A)**

None

**5. CONSENT ITEMS**

**5.1 MINUTES**

**MOVED BY** Cathy Oden  
**SECONDED BY** Sean McAllister

THAT the following Minutes BE APPROVED

5.1.1 Downtown Brantford BIA Board of Management January 11, 2024 Board Meeting Minutes

5.1.2 Downtown Brantford BIA Executive Board Meeting January 4, 2024 Minutes

**CARRIED**

**5.2 REPORTS/COMMITTEE MINUTES**

**MOVED BY** Cathy Oden  
**SECONDED BY** Lizanna Koster

THAT the following Reports/Minutes BE RECEIVED

5.2.1 January/February 2024 Executive Director’s Report

**CARRIED**

*Reminder to Committee representations/liaisons on External Committees to send in approved Minutes*

<b>6. ITEMS FOR CONSIDERATION/DISCUSSION</b>	
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**6.1 2024 Working Group (formerly Committees) Terms of Reference Update/Meeting Updates**

Annette Wawzonek updated the Board on the status of the Working Groups. The Terms of Reference for each group was circulated and no concerns were received. Meetings will be organized to start going through the Action Plan to make recommendations to the Board.

**6.2 Resignation on February 8, 2024 – Cathy Oden**

**Recommendation from the Executive Committee:**

*THAT the DBBIA Board of Management ACCEPT with regret and gratitude the resignation from Cathy Oden.*

**MOVED BY** Lizanna Koster  
**SECONDED BY** Sean McAllister

THAT the DBBIA Board of Management ACCEPT with regret and gratitude the resignation from Cathy Oden.

**CARRIED**

**6.3 Brantford Downtown Jazz Sponsorship Request - \$1,500**

**Recommendation from the Executive Committee:**

*THAT the DBBIA Board of Management APPROVE the Sponsorship Application from Brantford Downtown Jazz for \$1,500.*

**MOVED BY** Lizanna Koster  
**SECONDED BY** Cathy Oden

THAT the DBBIA Board of Management APPROVE the Sponsorship Application from Brantford Downtown Jazz for \$1,500.

**CARRIED**

**6.4 Parks and Recreation Sponsorship Request – \$4,750**

**Recommendation from the Executive Committee:**

*THAT the DBBIA Board of Management APPROVE the Sponsorship Application from the City of Brantford for \$4,750 for HipFest (\$750), Scare in the Square (\$2,500), the Parade After Party (\$500) and Roller Skating in Harmony Square (\$1,000).*

**MOVED BY** Cathy Oden  
**SECONDED BY** Lizanna Koster

THAT the DBBIA Board of Management APPROVE the Sponsorship Application from the City of Brantford for \$4,750 for HipFest (\$750), Scare in the Square (\$2,500), the Parade After Party (\$500) and Roller Skating in Harmony Square (\$1,000).

**CARRIED**

**6.5 Large Marquee Letter Signs**

**Recommendation from the Executive Committee:**

*THAT the DBBIA Board of Management APPROVE an expenditure of \$1,500 +HST for the rental of the word “Alec”, from Park and Public, for 2 weeks in July, for the 150<sup>th</sup> Anniversary of the first long distance phone call from Brantford to Paris ;*

*And that the DBBIA request that the location for the sign be at the Bell Memorial Park at 41 West Street;*

*And that the DBBIA research other opportunities for Marquee signs.*

*And that the DBBIA continue to collaborate with the Paris BIA on ways to expand on this event.*

*(To be taken from the Decorations account)*

*- Contest idea with the prize being a cell phone?/Paris BIA partnership?*

**MOVED BY Lizanna Koster**

**SECONDED BY Sean McAllister**

THAT the DBBIA Board of Management APPROVE an expenditure of \$1,500 +HST for the rental of the word “Alec”, from Park and Public, for 2 weeks in July, for the 150<sup>th</sup> Anniversary of the first long distance phone call from Brantford to Paris ;

And that the DBBIA request that the location for the sign be at the Bell Memorial Park at 41 West Street;

And that the DBBIA research other opportunities for Marquee signs.

And that the DBBIA continue to collaborate with the Paris BIA on ways to expand on this event.

**CARRIED**

*Subsequently changed to “ALECK”. And the event is actually celebrating the invention of the telephone.*

**6.6 City of Brantford (Harmony Square) request for \$5,000 sponsorship for a new movie screen**

**Recommendation from the Executive Committee:**

*THAT the DBBIA Board of Management APPROVE the request from the City of Brantford to contribute \$5,000 towards a new movie screen and that it includes our logo.*

**MOVED BY Cathy Oden**

**SECONDED BY Sean McAllister**

THAT the DBBIA Board of Management APPROVE the request from the City of Brantford to contribute \$5,000 towards a new movie screen and that it includes our logo.

**CARRIED**

**6.7 2024 Action Plan Update**

The two (2) remaining sessions – Governance and the “Big Dig” will be held after the Working Groups have been set up and have met a couple of time.

**7. SUB-COMMITTEE/LIAISON REPORTS AND UPDATES**

*(Please submit updates and reports electronically so they can be attached to the Minute file)*

**7.1 Sgt. John Billone – Stats/Downtown Activity**

Sgt. Billone reported on the following:

- No stats are currently available, working on a year-end report

- There are some changes with the Special Constables – some are moving on and there will be some new hires

- A large quantity of drugs and money, including a bag of coins, was found/confiscated from Phoenix Place. Out of town drug dealers frequent the area of the Salvation Army and the apartment building

## **7.2 City Council Updates (Mayor Davis, Councillor Samwell/Councillor Van Tilborg)**

### **Mayor Davis reported on the following:**

- A bylaw is coming regarding panhandling education for those giving money
- the Scrap Dealers licensing motion was withdrawn
- the benches on Colborne and Dalhousie Streets are being relocated
- the Budget isn't yet finalized but there could possibly be a 5.2% increase – February 20<sup>th</sup> is the date it will be considered
- Added to the Budget to be considered - \$6,600 for free Bulldog parking at the parkade – need to encourage people to use it versus the FreshCo plaza
- There have been lots of security enhancements at the parkade, including lighting, cameras, additional security
- The clock tower bell at City Hall will start ringing the bells from 7AM – 10PM
- The motion to have garbage collection changed to an earlier time and providing a central bin is moving forward – supports the 2014 motion from the DBBIA
- The motion from the DBBIA regarding 3 hour free parking at the Parkade will be considered for the 2025 budget – there will be conversations throughout the year

## **7.3 City Staff/DCNA Updates/Reports (if any)**

No one in attendance

## **7.4 Mae Legg – Manager, Economic Development & Business Resource Centre - City of Brantford**

Submitted by: Mae Legg

Film – Busy behind the scenes but no announcement of upcoming films at this time.

Ec Dev. - The Economic Development, Tourism and Cultural Initiatives department is wrapping up work on the new Economic Development Strategy capital project that will guide the municipality's economic development efforts for the next five to ten years. The strategy will go to Council on April 16<sup>th</sup>.

Provide direction for Ec Dev department moving forward with goal and priority actions that include the downtown core.

BRC - planning workshops and webinars for 2024 and will continue to introduce more in-person sessions. Next upcoming in-person workshop:

### **Financial Planning for Business Owners – February 22<sup>nd</sup>**

Starter Company Plus – Wrapping up for 2023 – 2024. Last grant presentation on Thursday February 8<sup>th</sup>.

Digital Main Street – Portal for the Digital Transformation Grant (DTG) opened for 3 weeks in January. DTG promoted throughout Brantford and Digital Service Squad members reached out to interested businesses.

Student Biz Program and Summer Company Program - Application process now open for students between 15 – 29 years old. Students receive \$1500 to start business and \$1500 after completion of the program.

## **7.5 Jennifer Middleton – Special Events Supervisor/City of Brantford**

- DJ Skate Party in Harmony on Sunday February 10 from 1-4pm, weather permitting
- I will be attending FEO (Festivals and Events Ontario) at the end of the month. There is a workshop on working with your local BIA's, I will be attending that session
- The final skate exchange is planned for February 14, people can still make a scheduled appointment
- NEW movie screen sponsors include Conestoga College and BIA to date
- City of Brantford volunteer appreciation event is Monday April 18 at the Sanderson Centre, invites will be coming out at the end of the month
- 150<sup>th</sup> anniversary of the invention of the telephone will kick off in Harmony on Friday July 26, Bell Homestead on the 27<sup>th</sup> and a walk from Harmony to Paris on the 28<sup>th</sup>

## **7.6 Beth Gurney Interim Senior Executive Officer (SEO) - Laurier Brantford**

Not in attendance

**7.7 Karen Adams-** Chair, School of Business, Brantford Campus, Conestoga College  
Conestoga Brantford enrollment is strong for Winter 2024 with over 2600 students. Convocation for graduates from Fall will be at Bingemans the last week of February. Conestoga is thrilled to sponsor the new screen for Harmony Square. Interest in Conestoga is still very strong for Spring 2024. We are training Brantford school of business students on how to prepare taxes and then supporting our students in completing their own taxes. This was a very successful initiative last year in partnership with Laurier. Conestoga is well recognized for our applied research, and we are pleased to have one of our faculty on the City of Brantford’s sustainability committee and doing research around communication measures that make the biggest impact regarding sustainability.  
There is a lot of questions regarding information in the news regarding international students and I thought I should provide the link to the Presidents letter that is available on our Conestoga College website. [Conestoga President's Message: The Conestoga Story](#)

**7.8 Saya Sneddon- Ghosal** – Associate Vice President: University Affairs (Laurier Brantford)  
Not in attendance

**7.9 Kathryn Broadbelt – Downtown Revitalization Ambassador/City of Brantford**

- Project kick-off date was January 19, 2024
- Utility Coordination kick-off meeting is complete
- Internal Stakeholder Workshop meeting is scheduled for March 4
  - External Stakeholder Workshops to follow

**7.10 External Committee Updates (if any)**

- Economic Development, Tourism & Cultural Initiatives Advisory Committee (Keri Korfmann)
  - \* January 31<sup>st</sup>
- Brantford Heritage Committee (Sandra Micucci)
  - \* January 29<sup>th</sup> Meeting Updates
  - \* Patrick Vusir, Planner, Long Range Planning (City of Brantford) will be invited to the April 11<sup>th</sup> Board meeting to discuss the Commercial Downtown Brantford Potential Heritage Conservation District.
- Chamber of Commerce Membership Committee (Annette Wawzonek)
  - \* February 8<sup>th</sup>
- Downtown Action Committee (Barbara Sutherland/Annette Wawzonek)
  - \* TBA

**7.11 Open Discussion (No motions will be considered)**

Annette Wawzonek distributed the new 2024 Membership Handbook

**8. NOTICES OF MOTIONS**

**9. NEXT MEETING/MEETING/EVENT REMINDERS**

**9.1 Reminders:**

The next regular meeting of the DBBIA Board of Management will be held on **March 14, 2024 in the Charlie Ward Room at City Hall.**

**OPEN HOUSE regarding the redevelopment of the FreshCo Plaza at 50 Market Street South is being held on February 8<sup>th</sup> at 5:30PM at Doug Snooks Community Centre (333 Erie Ave.)**

**10. ADJOURNMENT**

The meeting adjourned at 9:10AM

**MOVED BY Cathy Oden**

**SECONED BY**            **Sean McAllister**  
THAT the DBBIA Board of Management meeting BE ADJOURNED.  
**CARRIED**