

DOWNTOWN BRANTFORD BUSINESS IMPROVEMENT AREA  
BOARD OF MANAGEMENT MEETING

**AGENDA**  
August 8, 2024  
8:00AM  
Via ZOOM

Barbara Sutherland in the Chair  
Annette Wawzonek – Recording Secretary  
6 needed for quorum

**MANDATE:**

*The BIA (DBBIA) has a two-fold mandate:*

- *To improve, beautify and maintain public lands, buildings and structures within the area, beyond that which is provided by the municipality at large (private lands, buildings and structures); and*
- *To promote the area as a business and/or shopping area.*

**1. ROLL CALL/CALL TO ORDER**

Introduction of newly appointed Board members:

Dave Malcolm  
Ashish Patel  
Jianping Yu  
Ed Bernstein

□

**2. APPROVAL OF THE AGENDA**

**2.1 AGENDA**

THAT the Agenda for August 8, 2024 BE APPROVED.

**3. DECLARATIONS OF CONFLICT OF INTEREST**

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

4.1 Danielle Sweet – ADS Media Contract

**5. CONSENT ITEMS**

**5.1 MINUTES**

THAT the following Minutes BE APPROVED

5.1.1 June 13, 2024 Downtown Brantford BIA Board of Management Meeting Minutes

**5.2 REPORTS/COMMITTEE MINUTES**

THAT the following Reports/Minutes BE RECEIVED

5.2.1 June/July/August Executive Director's Report

5.2.2 June 17, 2024 Special Executive Committee Meeting Minutes

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

**6. ITEMS FOR CONSIDERATION/DISCUSSION**

**6.1 ADS Media Contract**

**6.2 Change Board meeting dates to the second Wednesday of the month**

*THAT the DBBIA Executive Committee RECOMMEND that the Board meeting dates be changed to the second Wednesday of the month at 8:00AM via Zoom.*

**6.3 OBBIA Request for Support**

**6.3.1 Motion to Consider:**

*THAT the DBBIA Executive Committee RECOMMEND to the DBBIA Board of Management the support for the OBIAA "An Act in Three Parts, a BIA Municipal Consultation Report".*

**6.3.2 Board Motion:**

*THAT the DBBIA Board of Management is looking for a Municipal Act that supports BIAs, provides more clarity and recognizes that BIAs are Local Boards of Council that raise funds independent of the Municipal Taxes, for the betterment of our local business community and the community as a whole, THEREFORE, the DBBIA Board of Management supports a review of the current Municipal Act as it pertains to BIAs.*

**6.3.2 Council Motion:**

*THAT the City of Brantford endorses a review of the current Municipal Act by the Municipal Affairs and Housing towards an Act that provides more clarity and recognizes that BIAs are Local Boards of Council that raise funds independent of the Municipal Taxes, for the betterment of our local business community and the community as a whole; THEREFORE, the City of Brantford supports a review of the current Municipal Act as it pertains to the Downtown Brantford Business Improvement Area (DBBIA).*

**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

7.2 **City Council Updates (Mayor Substitute/Samwell/Councillor Van Tilborg)**

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

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

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

7.6 **Beth Gurney** - Director, Strategic Communications & Community Engagement - Brantford Campus

7.7 **James Yuhasz** – Campus Manager - Conestoga College

7.8 **Saya Sneddon- Ghosal** – Associate Vice President: University Affairs (Laurier Brantford)

7.9 **Downtown Revitalization Ambassador/City of Brantford**

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

- Economic Development, Tourism & Cultural Initiatives Advisory Committee (Keri Korfmann)

- \* June 19, 2024
- Brantford Heritage Committee (Sandra Micucci)
- \* June 24, 2024
- Chamber of Commerce Membership Committee (Annette Wawzonek)
- \* June 12, 2024 - cancelled
- Downtown Action Committee (Barbara Sutherland/Annette Wawzonek)
- \* Next meeting TBD

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

**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 **September 12, 2024 via ZOOM**

Parking/Transit/Wayfinding Working Group – August 19, 2024 @9:00AM at the DBBIA office – 163 Market Street

Marketing/Animations Working Group – TBD

Membership Recruitment/Engagement Working Group – TBD

Policies and Procedures Re-Write Working Group - TBD

Beautification/Decorations Working Group – August 28, 2024 @1:00PM at the DBBIA office – 163 Market Street

**10. ADJOURNMENT**