

DOWNTOWN BRANTFORD BUSINESS IMPROVEMENT AREA
BOARD OF MANAGEMENT MEETING

AGENDA

September 19, 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

2. APPROVAL OF THE AGENDA

2.1 AGENDA

THAT the Agenda for September 19, 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 August 8, 2024 Downtown Brantford BIA Board of Management Meeting Minutes

5.2 REPORTS/COMMITTEE MINUTES

THAT the following Reports/Minutes BE RECEIVED

5.2.1 August/September Executive Director's Report

5.2.2 August 1, 2024 DBBIA Executive Committee Minutes

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

6. ITEMS FOR CONSIDERATION/DISCUSSION

6.1 ADS Media Contract

6.2 Working Group Meeting Updates

6.1.1 Parking/Transit/Wayfinding Working Group Meeting – Lizanna Koster

6.1.2 Beautification/Decorations Working Group Meeting – Sean McAllister

6.3 Beautification/Working Group and Executive Committee Recommendation:

THAT the DBBIA Board of Management APPROVE up to \$5,000 to create 50 more Christmas trees, install and take down (as per All Day Breakfast invoice from 2023). Funds to be taken from Decorations.

6.4 2024 Action Plan Recommendation from the Executive Committee

THAT the DBBIA Board of Management APPROVE the Governance section of the 2024 Action Plan.

6.5 After 5 Event Recommendation from the Executive Committee

THAT the DBBIA Board of Management APPROVE up to \$750 to be used to facilitate a “Downtown Connect” drop in event for the membership and Board of the DBBIA. (Funds to be taken from Special Projects).

Details include: booking the backroom at Hudson Public, the DBBIA covering the cost of appetizers and 2 drinks and that the developers of the FreshCo plaza be invited to give updates on the status of the development. Rupinder Kaur to hand deliver printed invitations to all the downtown businesses.

6.6 2024 Annual General Meeting

THAT the DBBIA Board of Management APPROVE the Annual General Meeting date as November 14, 2024 at 6:00PM at the Sanderson Centre.

6.7 Immigrant Memories of Brantford Recommendation from the Executive Committee

THAT the DBBIA Board of Management APPROVE a \$500 sponsorship for the Immigrant Memories of Brantford – Armenian Committee event. (Funds to be taken from Events)

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 Lindsay Webster - Downtown Revitalization Ambassador/City of Brantford

7.3 External Committee Updates (if any)

- Economic Development, Tourism & Cultural Initiatives Advisory Committee (Keri Korfmann)
 - * June 19, 2024
- Brantford Heritage Committee (Sandra Micucci)
 - * August 26, 2024
- Chamber of Commerce Membership Committee (Annette Wawzonek)
 - * September 11, 2024
- Downtown Action Committee (Barbara Sutherland/Annette Wawzonek)
 - * Next meeting TBD

7.4 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 **October 17, 2024 via ZOOM**

- Parking/Transit/Wayfinding Working Group – October 21, 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 – September 25, 2024 @1:00PM at the DBBIA office – 163 Market Street

10. ADJOURNMENT