

DOWNTOWN BRANTFORD BUSINESS IMPROVEMENT AREA
BOARD OF MANAGEMENT MEETING

AGENDA
October 17, 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 October 17, 2024 BE APPROVED.

3. DECLARATIONS OF CONFLICT OF INTEREST

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

- 4.1 Ben Strasser – All Day Breakfast Media re: Integrated Marketing & Community Engagement Proposal
(part of the Budget review)

5. CONSENT ITEMS

5.1 MINUTES

THAT the following Minutes BE APPROVED

- 5.1.1 September 19, 2024 Downtown Brantford BIA Board of Management Meeting Minutes

5.2 REPORTS/COMMITTEE MINUTES

THAT the following Reports/Minutes BE RECEIVED

- 5.2.1 September/October Executive Director's Report
5.2.2 September 12, 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 Working Group Meeting Updates

- 6.1.1 Parking/Transit/Wayfinding Working Group Meeting** – Lizanna Koster – Next meeting date is October 21st
6.1.2 Beautification/Decorations Working Group Meeting – Sean McAllister – September meeting cancelled due to a lack of agenda items – next meeting October 30th.
6.1.3 Marketing/Activations Working Group Meeting – Barbara Sutherland – met on September 26th (merging with the B/D Working Group)

6.2 PROPOSED 2025 Budget/Levy

Recommendation from the DBBIA Executive Committee:

THAT the DBBIA Board of Management APPROVE the 2025 Budget/Levy and that it be presented to the membership on November 14, 2024 at the Annual General Meeting and then forwarded to Brantford City Council for consideration.

7. SUB-COMMITTEE/LIAISON REPORTS AND UPDATES

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

7.1 External Committee Updates (if any)

- Economic Development, Tourism & Cultural Initiatives Advisory Committee (Keri Korfmann)
 - * September meeting cancelled? Next meeting November 20th
- Brantford Heritage Committee (Sandra Micucci)
 - * October 7, 2024
- Chamber of Commerce Membership Committee (Annette Wawzonek)
 - * September 11, 2024
- Downtown Action Committee (Annette Wawzonek)
 - * Next meeting TBD

7.2 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 **November 21, 2024 via ZOOM**

Parking/Transit/Wayfinding Working Group – October 21, 2024 @9:00AM at the DBBIA office – 163 Market Street

Beautification/Decorations Working Group – October 30, 2024 @ 1:00PM at the DBBIA office – 163 Market Street

Marketing/Animations Working Group – Merging with the B/D Working Group

Membership Recruitment/Engagement Working Group – TBD

Policies and Procedures Re-Write Working Group - TBD

Annual General Meeting – November 14, 2024 at 6:00PM at the Sanderson Centre

10. ADJOURNMENT