

DOWNTOWN BRANTFORD BUSINESS IMPROVEMENT AREA  
BOARD OF MANAGEMENT MEETING

**AGENDA**  
December 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 December 19, 2024 BE APPROVED.

**3. DECLARATIONS OF CONFLICT OF INTEREST**

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

**5. CONSENT ITEMS**

**5.1 MINUTES**

THAT the following Minutes BE APPROVED

5.1.1 November 21, 2024 Downtown Brantford BIA Board of Management Meeting Minutes

**5.2 REPORTS/COMMITTEE MINUTES**

THAT the following Reports/Minutes BE RECEIVED

5.2.1 November/December Executive Director's Report

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

**6. ITEMS FOR CONSIDERATION/DISCUSSION**

**6.1 Recommendations from the Marketing/Activations and Beautification/Decorations Working Group:**

- To be presented at the meeting
- \* Marquee Letters in Harmony Square
- \* All Day Breakfast Media 2025 1<sup>st</sup> Quarter Plans
- \* BScene Advertorials for 2025

**6.2 2025 Board Meeting Schedule**

**Recommendation from the Executive Committee:**

THAT the DBBIA Board of Management APPROVE the 2025 Board Meeting Schedule.

## **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)
  - \* November 20, 2024
- Brantford Heritage Committee (Sandra Micucci)
  - \* November 25, 2024/December 16, 2024
- Chamber of Commerce Membership Committee (Annette Wawzonek)
  - \* No meeting until January 2025
- Downtown Action Committee (Annette Wawzonek)
  - \* No scheduled meeting

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 **January 16, 2025 via ZOOM**

## **10. ADJOURNMENT**