

DOWNTOWN BRANTFORD BUSINESS IMPROVEMENT AREA  
BOARD OF MANAGEMENT MEETING

**AGENDA**  
March 20, 2025  
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**

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**2. APPROVAL OF THE AGENDA**

**2.1 AGENDA**

THAT the Agenda for March 20, 2025 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 February 20, 2024 Downtown Brantford BIA Board of Management Meeting Minutes

**5.2 REPORTS/COMMITTEE MINUTES**

THAT the following Reports/Minutes BE RECEIVED

- 5.2.1 DBBIA Marketing/Activations and Beautification/Decorations Working Group Notes from February 26, 2025
- 5.2.2 DBBIA Parking/Transit/Wayfinding Working Group Notes from February 24, 2025
- 5.2.3 DBBIA Membership Engagement and Recruitment (Board)/Advocacy and Relationships Working Group Notes from February 10, 2025 and March 10, 2025
- 5.2.1 February/March Executive Director's Report
- 5.2.2 DBBIA Executive Committee Meeting Minutes from March 13, 2025

**5.3 Executive Director Comments/Highlights**

*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 May 12, 2025 (if there are any agenda items)

**6.1.2 Marketing/Activations & Beautification/Decorations Working Group Meeting** – Sean McAllister – Next meeting date is March 26, 2025 at 9:00AM

**6.1.3 Membership Engagement and Recruitment (Board)/Advocacy and Relationships Working Group Meeting** – Sandra Micucci – Next meeting date is April 14, 2025 at 9:00AM

**6.2 Executive Committee Changes**

*THAT the DBBIA Executive Committee RECOMMEND that the DBBIA Board of Management ACCEPT with regret Keri Korfmann's resignation from the DBBIA Executive Committee.*

The Chair will ask for nominations/volunteers for the Secretary's position at the Board meeting and there will be a vote to ratify.

**6.3 Economic Development, Tourism and Cultural Initiatives Advisory Committee**

**Recommendations from the DBBIA Executive Committee:**

*6.3.1 THAT the DBBIA Board of Management ACCEPT with regret the resignation from Keri Korfmann from the Economic Development, Tourism and Cultural Initiatives Advisory Committee.*

*6.3.2 Nominations/Volunteers for Economic Development, Tourism and Cultural Initiatives Committee*

*6.2.3 THAT the DBBIA Board of Management APPOINT \_\_\_\_\_ to the Economic Development, Tourism and Cultural Initiatives Advisory Committee.*

**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 Davis/Councillor Samwell/Councillor Van Tilborg)**

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

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

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

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

7.7 **Lindsay Webster** - Downtown Revitalization Ambassador/City of Brantford

7.8 **Cheryl Stornelli** – Brantford Public Library

**7.9        Sebastien Corrie** – Associate Vice President: Government & Stakeholders Relations Brantford  
(Wilfrid Laurier University Students' Union)

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

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

- Economic Development, Tourism & Cultural Initiatives Advisory Committee (Keri Korfmann)
  - \* February 26, 2025
- Brantford Heritage Committee (David Malcolm)
  - \* March 24, 2025
- Chamber of Commerce Membership Committee (Annette Wawzonek)
  - \* April 9, 2025
- Downtown Action Committee (Annette Wawzonek)
  - \* No Scheduled Meetings

**7.12        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 **April 17, 2025 via ZOOM**

Parking/Transit/Wayfinding Working Group – May 12, 2025 @9:00AM at the DBBIA office – 163 Market Street  
Marketing/Animations & Beautification/Decorations Working Group – March 26, 2025 @ 9:00AM, DBBIA  
Office

Policies and Procedures Re-Write Working Group – TBD

Membership Engagement and Recruitment (Board)/Advocacy and Relationships Working Group – April 14, 2025  
@ 9:00AM, DBBIA Office

## **10. ADJOURNMENT**