

DOWNTOWN BRANTFORD BUSINESS IMPROVEMENT AREA
BOARD OF MANAGEMENT MEETING

AGENDA
August 21, 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 August 21, 2025 BE APPROVED.

3. DECLARATIONS OF CONFLICT OF INTEREST

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

- 4.1 Mary Musson (Commissioner of Community Services & Social Development) and Dave Wiedrick (Director of Bylaw Compliance & Security) – re: 40 Queen Street (previous discussion at the June 19th Board meeting)

5. CONSENT ITEMS

5.1 MINUTES

THAT the following Minutes BE APPROVED

- 5.1.1 June 19, 2025 Downtown Brantford BIA Board of Management Meeting Minutes
- 5.1.2 June 26, 2025 Downtown Brantford BIA Board of Management Special Meeting Minutes
- 5.1.3 June 26, 2025 Downtown Brantford BIA Board of Management Special Meeting In-Camera Minutes
- 5.1.4 July 17, 2025 Downtown Brantford BIA Board of Management Special Meeting Minutes

5.2 REPORTS/COMMITTEE MINUTES

THAT the following Reports/Minutes BE RECEIVED

- 5.2.1 June/July/August Executive Director's Report

5.3 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

Planning 2025 – Updates/Recommendations

- 6.1.1 **Marketing/Activations & Beautification/Decorations Working Group Meeting – August 27, 2025**
* No recommendations

- 6.1.2 **Parking/Transit/Wayfinding Working Group Updates –September 8, 2025**
* No recommendations

- 6.1.3 **Membership Engagement and Recruitment (Board)/Advocacy and Relationships Working Group Updates – next meeting TBD**

6.2 All Day Breakfast – Diggin' Downtown Logo

- 6.3 Digital Main Street**
Recommendation from the DBBIA Executive Committee
THAT the DBBIA Board of Management DIRECT staff to pursue the research of a similar program, like the Digital Main Street, that includes helping businesses with social media and offering online shopping, to implement during the reconstruction of Colborne and Dalhousie Streets, including possible partnerships.
- 6.4 Laurier Award Changes**
Recommendation from the DBBIA Executive Committee
THAT the DBBIA Board of Management APPROVE changing the annual award to Laurier Brantford, to the "Award for specific program" for the "User Experience Design program".
- 6.5 ADS Media Solutions – 2025/2026 Renewal**
Recommendation from the Executive Committee
THAT the DBBIA Board of Management NOT RENEW the proposal from ADS Media Solutions for hotel advertising.
- 6.6 Booklets for EDCO and the OBIAA Professional Development Day**
Recommendation from the Executive Committee
THAT the DBBIA Board of Management APPROVE an expenditure of up to \$700 to have 200 conference booklets produced for the EDCO and OBIAA events with the DBBIA Logo.
- 6.7 OBIAA Professional Development Day – September 29th**
Recommendation from the Executive Committee
THAT the DBBIA Board of Management APPROVE registering 2 Board members to attend the OBIAA Professional Development Day taking place at the Sanderson Centre on September 29th at a cost of \$250/each. (Decision needs to be made as to where the funding will come from).
- 6.8 Increased Crime in the Downtown**
Recommendation from the Executive Committee
THAT the DBBIA Board of Management strongly suggest to the Brantford Police and Municipal Leaders, that a Town Hall type of meeting be held with the merchants, DBBIA membership and stakeholders to address concerns regarding the increased crime in the downtown and the loss of business/tenancy.
- 6.9 Liaisons Reporting at DBBIA Meetings**
Recommendation from the Executive Committee
THAT the DBBIA Board of Management limit Liaisons reporting at Board Meetings to Lindsay Webster and Sgt. John Billone (or Police representative) and that all others be encouraged to submit written updates to be shared with Board members along with the Meeting Agenda Packages.

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 Tara Tran – Senior Project Manager/Economic Development, Tourism and Cultural Initiatives/City of Brantford**
- 7.4 Lindsay Webster - Downtown Revitalization Ambassador/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 Cheryl Stornelli – Brantford Public Library**
- 7.9 Isaac Halsey - Associate Vice President: Government & Stakeholder Relations Brantford**
- 7.9 City Staff/DCNA Updates/Reports (if any)**
- 7.10 External Committee Updates (if any)**

- Economic Development, Tourism & Cultural Initiatives Advisory Committee (Annette Wawzonek)
* June 25, 2025 - CANCELLED
- Brantford Heritage Committee (David Malcolm)
* June 23, 2025
- Chamber of Commerce Membership Committee (Annette Wawzonek)
* May 11, 2025 - Cancelled
* August 13, 2025
- Downtown Action Committee (Annette Wawzonek)
* June 19, 2025
- Town and Gown Advisory Committee (Sean McAllister)
* June 18, 2025

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 18, 2025 via ZOOM

Parking/Transit/Wayfinding Working Group – September 8, 2025 (or at the call of the Chair) @9:00AM at the DBBIA office – 163 Market Street

Marketing/Animations & Beautification/Decorations Working Group – August 27, 2025 @ 9:00AM, DBBIA Office

Membership Engagement and Recruitment (Board)/Advocacy and Relationships Working Group – TBD

10. ADJOURNMENT