



MINUTES
DOWNTOWN WOODSTOCK BUSINESS IMPROVEMENT AREA
BOARD OF MANAGEMENT

Present: Steve McGregor (chair), Eric Boyar, Sarah Hodgkinson, Councillor Kate Leatherbarrow, Wes Mazur, TJ McNamara, Johannes Olivier, Kat Otulak,

Guest: Duane Kumala-Thomas (Operations Manager), Kerry Jarvi (Downtown Development Officer),

Regrets: Jordan Ellis, Jennie Pickard, Fadel Zabian

DATE: Thursday, May 2, 2024 **TIME:** 8:00 am

LOCATION: City Hall 2nd Floor Board Room

- 1) **CALL TO ORDER** – 8:04 a.m.
- 2) **ADOPTION OF AGENDA – MOTION:** To adopt the agenda as presented with addition under new business (change in meeting date). **Moved:** W. Mazur **Seconded:** K. Otulak **Carried**
- 3) **CONFLICT OF INTEREST** - none
- 4) **ADOPTION OF MINUTES – MOTION:** To approve the board meeting minutes of April 4, 2024. **Moved:** K. Otulak **Seconded:** K. Leatherbarrow **Carried**
- 5) **DISCUSSION – Shared Service Agreement** – Discussion on next steps in relation to shared service agreement. - **ACTION:** D. Kumala-Thomas to look into part time student or agency to assist in creating content for social media. - **ACTION:** K. Jarvi to send Task Distribution spreadsheet and Shared Service Agreement in word format to board.
- 6) **PRESENTATION** - 2023 Audited Financials **MOTION:** To approve the 2023 Audited Financial Statements. **Moved:** E. Boyar **Seconded:** K. Otulak **Carried**
- 7) **PRESENTATION** – Meredith Maywood, Tourism Oxford, Product Development & Marketing
 - Tourism Oxford in consultation and survey phase to make a new five year plan
 - Bollards with QR codes was first test to meet needs of visitors, next phase is more community signage
 - “Your Next Stop” new campaign – rural is more straightforward, discussion on implementing in more urban areas
 - Year round campaigns, winter campaign with Destination Ontario outperformed summer
 - Oxford Eats well received

ACTION: K. Jarvi to include Tourism Oxford information in next e-newsletter.

- 8) **MOTION:** To approve the financial statements as circulated for January to March 2024. **Moved:** W. Mazur **Seconded:** S. Hodgkinson **Carried**
- 9) **DISCUSSION** – Downtown Parking Letter – Discussed draft letter and decided to postpone discussion until more information is received about construction.
- 10) **DISCUSSION** – Chairs for committees – Looking for volunteers. **ACTION:** K. Jarvi to create a template for committee agenda and minutes.
- 11) **ACTION ITEMS FROM PREVIOUS MEETING:** All completed.
- 12) **COMMITTEE UPDATES** – none
ACTION: E. Boyar to circulate results of Farmers Market Survey. **ACTION:** D. Kumala-Thomas to send list of all committees and their members.
- 13) **NEW BUSINESS** –
a) Change in board meeting date – Change to first Wednesday, 8:30 am. June to be the exception.
- 14) **ADJOURNMENT** 9:45 am **Moved:** K. Leatherbarrow **Seconded:** E. Boyer **Carried**

Next Board Meeting – Wednesday, June 12th, 8:30 am