



MINUTES
DOWNTOWN WOODSTOCK BUSINESS IMPROVEMENT AREA
BOARD OF MANAGEMENT

Present: Kat Otulak (chair), Eric Boyer, Jordan Ellis, Sarah Hodgkinson, Councillor Kate Leatherbarrow, Wes Mazur, Jennie Pickard, Fadel Zabian, Duane Kumala-Thomas (Operations Manager)

Regrets:, Steve McGregor, TJ McNamara, Johannes Olivier,

DATE: Thursday, March 7, 2024 **TIME:** 8:30 am
LOCATION: Hybrid – City Hall 2nd Floor Board Room/Microsoft Teams

- 1) **CALL TO ORDER** – 8:30 a.m.
- 2) **ADOPTION OF AGENDA – MOTION:** To adopt the agenda as presented with addition under new business to discuss delegation at March 21st council meeting in support of Streetscape Redevelopment. **Moved:** F. Zabian **Seconded:** J. Pickard **Carried**
- 3) **CONFLICT OF INTEREST** - none
- 4) **ADOPTION OF MINUTES – MOTION:** To approve the board meeting minutes of February 1, 2024. **Moved:** J. Pickard **Seconded:** W. Mazur **Carried**
- 5) **DISCUSSION** – Dillon Newton, Senior Municipal Law Enforcement Officer, Warren Waugh, Works Supervisor – working together to address illegal dumping.
 - Unless caught in the act nothing can be done
 - Always falls on the land/property owner
 - Looking into portable camera option
 - Property Standard bylaw is in the works for vacant buildings
 - Process to clean up an illegal dumping is to email / text to proper channels Bylaw/
 - Works is asking for one more additional staff
- 6) **ACTION ITEMS FROM PREVIOUS MEETING:** Kerry J. and Duane K-T. to work on social media analytics dashboard to circulate (completed)
- 7) **MOTION:** To approve The Downtown Woodstock 2024 Budget (V2).

The board deferred the vote on approving the budget due to their inability to fulfill their fiduciary duty without further clarification. The discrepancies between Drafts V1 and V2 were unclear to the board, especially concerning the reserve funds.

Considering the time-sensitive nature of this issue (requiring city council approval before March ends), it has been proposed that we reconvene on March 14 at 8:30 through Zoom. The board would appreciate the presence of Diane Campbell from the City of Woodstock's Treasury department to provide further insight on the matter of reserves. **ACTION:** Kerry/Duane: Schedule a Zoom meeting for Mar 14 at 8:30 and invite Diane Campbell.

8) COMMITTEE UPDATES –

- a) Marketing and Communications – Presentation of Dashboard, suggestion to revisit Heart FM on monthly basis
- b) Special Events– Shopping Nights update on upcoming months (i.e. music, window stickers, balloon backdrops, photography club partnership)
- c) Beautification– none
- d) Town Halls – Minimal focus on Streetscape, Emphasis on upcoming events and committees, introduce plans for Farmer’s Market
- e) Bylaw Review - Draft is complete, estimated one more meeting before complete before presenting to BIA Board for approval.

9) NEW BUSINESS –

- a) Streetscape Redevelopment delegation:

Letter and delegation to Woodstock City Council regarding the vote on the Streetscape Master Plan.

ACTION: Obtain all information from Kerry with regards to Streetscape Redevelopment.

MOTION: For W. Mazur and F. Zabian draft a letter and delegation to be approved by the BIA Board.

Moved: F. Zabian **Seconded:** S. Hodgkinson **Carried**

10) In Camera Session

MOTION: Initiate the review and reexamination of the following three items:

- a) The organizational structure of the BIA Board regarding roles and responsibilities
- b) The scope, responsibilities and accountabilities of the role of the Part-Time Operations manager
- c) The Shared Service Agreement with the City of Woodstock

Moved: F. Zabian **Seconded:** S. Hodgkinson **Carried**

11) ADJOURNMENT 11:00 am