



MINUTES
DOWNTOWN WOODSTOCK BUSINESS IMPROVEMENT AREA
BOARD OF MANAGEMENT

Present: Steve McGregor (chair), Eric Boyer, Jordan Ellis, Sarah Hodgkinson Wes Mazur, Johannes Olivier, Kat Otulak, Jennie Pickard, Duane Kumala-Thomas (Operations Manager)

Guest: Kerry Jarvi (Downtown Development Officer)

Regrets: Councillor Kate Leatherbarrow, TJ McNamara, Fadel Zabian,

DATE: Thursday, February 1, 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. **Moved:** E. Boyer **Seconded:** J. Ellis **Carried**
- 3) **CONFLICT OF INTEREST** - none
- 4) **ADOPTION OF MINUTES – MOTION:** To approve the board meeting minutes of January 11, 2024. **Moved:** W. Mazur **Seconded:** K. Otulak **Carried**
- 5) **DISCUSSION** – Down Town Hall Debrief
 - Have board in chairs in front of stage to be seen
 - Have refreshments downstairs after – time for networking
 - Record to release highlights
 - Ask participation from Woodstock Police to share community policing
 - Encourage questions, or ask for ideas not just questions
 - Format for March 20 – 6-7/7:15 town hall, 7/7:15 to 8 networking
- 6) **ACTION ITEMS FROM PREVIOUS MEETING:** Action items completed.
- 7) **ELECTION OF VICE CHAIR – MOTION:** To elect Kat Otulak as vice chair. **Moved:** W. Mazur **Seconded:** J. Ellis **Carried**
- 8) **COMMITTEE UPDATES** –
 - a) Marketing and Communications – none
 - b) Special Events– will be held after board meeting (Dairy Daze/Days, Stamp Card, Streetfest)
 - c) Beautification– none
 - d) Town Halls – none

e) Bylaw Review - none

9) NEW BUSINESS –

- a) Request for analytics from website and social media at each meeting. ACTION: Kerry and Duane to work on dashboard to circulate.
- b) Possibility to reach out to bigger employers to promote downtown
- c) Order Love Downtown Woodstock name tags for board members
- d) Invite Warren and Dillon to March board meeting

10) ADJOURNMENT 9:45 a.m. Moved: E. Boyer Seconded: W. Mazur Carried