



**MINUTES**  
**DOWNTOWN WOODSTOCK BUSINESS IMPROVEMENT AREA**  
**BOARD OF MANAGEMENT**

**Present:** Steve McGregor (chair), Eric Boyer, Jordan Ellis, Sarah Hodgkinson, Councillor Kate Leatherbarrow, Wes Mazur, Kat Otulak, Fadel Zabian,

**Guest:** Duane Kumala-Thomas (Operations Manager), Kerry Jarvi (Downtown Development Officer), Joshua Pember (BIA Member),

**Regrets:** TJ McNamara, Johannes Olivier, Jennie Pickard

**DATE:** Thursday, April 4, 2024   **TIME:** 8:30 am  
**LOCATION:** City Hall 2<sup>nd</sup> Floor Board Room

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- 1) **CALL TO ORDER** – 8:30 a.m.
- 2) **ADOPTION OF AGENDA – MOTION:** To adopt the agenda as presented with addition under new business (Board vacancy, Office Rental, Staffing). **Moved:** F. Zabian **Seconded:** K. Otulak **Carried**
- 3) **CONFLICT OF INTEREST** - none
- 4) **ADOPTION OF MINUTES – MOTION:** To approve the board meeting minutes of March 7, 2024.  
**Moved:** W. Mazur **Seconded:** F. Zabian **Carried**
- 5) **DISCUSSION – Comment on 385-387 Dundas Street - MOTION:** To send letter as circulated to Oxford County planning. **Moved:** F. Zabian **Seconded:** E. Boyer **Carried**
- 6) **DISCUSSION** – Colleen Collins, Manager of Marketing and Communications – Discussion of services available through Share Service Agreement. What is needed from Colleen to assist in BIA marketing plans and how Colleen can best identify gaps and provide direction.  
(J. Ellis left at 9am)  
**ACTION:** Marketing and Communications committee to send April 4<sup>th</sup> meeting minutes to Colleen.  
**ACTION:** Marketing and Communications committee to invite Colleen to next meeting.  
**ACTION:** Kerry J. to send analytics of website, social media and newsletter to Colleen.  
**ACTION:** Kerry J. to add Vision and Directive to monthly board agenda.
- 7) **ACTION ITEMS FROM PREVIOUS MEETING:** none
- 8) **DISCUSSION** – Shared Service Agreement – use of Parks Staff/Manager of Special Events – Discussion of continuing to use Downtown Development Officer for planning of Events. In 2023, access to Manager of Special Events was transitioned to use of Parks staff for Event support (waste

setup/removal, access to waste receptacles and special event infrastructure, opening/closing of pod).

**9) COMMITTEE UPDATES –**

- a) Marketing and Communications – Meeting April 4<sup>th</sup>.
- b) Special Events– Shopping Nights update, Streetfest update
- c) Beautification– **ACTION:** Duane to book meeting. Discussion items for committee include streetscape, illegal dumping. **ACTION:** Kerry to include in e-newsletter article on keeping own sidewalks clear. Create postcard to send to property owners re: residential trash. **DISCUSSION:** Town of Tillsonburg’s beautification efforts (clean streets team/truck/waste pick up). **ACTION:** Kerry to reach out to Tillsonburg BIA to tour in September.
- d) Town Halls – Schedule next one for June 12<sup>th</sup>. **ACTION:** Kerry to book Theatre for June 12th with technician.
- e) Bylaw Review – Meeting April 19<sup>th</sup>. Optimistic of sending the draft to clerks for review. Will then circulate to BIA Board for approval.

**10) NEW BUSINESS –**

- a) Board Vacancy – there is currently one board vacancy. Discussion as to next steps. **MOTION:** Defer board member recruitment process until bylaws have been updated. **Moved:** F. Zabian **Seconded:** E. Boyer **Carried with one opposed ACTION:** S. McGregor to reach out to board members that have missed meetings lately, just as a friendly check in.
- b) Office Rental – Two months notice is required for 467 Peel St. It is anticipated that the BIA office will be moving to Market Centre on June 1. **MOTION:** S. McGregor to provide written notice to At The Office of the BIA desire to end their vacancy June 1<sup>st</sup>. **Moved:** K. Otulak **Seconded:** E. Boyer **Carried with one abstention**
- c) Staffing – Kerry circulated a one-month average of time spent on tasks by herself and the operations manager.  
**MOTION:** To go in camera at 10:45am. **Moved:** F. Zabian **Seconded:** S. Hodgkinson **Carried**

**11) IN CAMERA – no motions or action items (*Special Board Meeting without guests scheduled for April 18<sup>th</sup>, 8:30am, YNCU, 400 Dundas Street*)**

**MOTION:** To come out of camera at 11:06 am. **Moved:** F. Zabian **Seconded:** E. Boyer **Carried**

**12) ADJOURNMENT 11:06 am Moved: E. Boyer Seconded: S. Hodgkinson Carried**

**ACTION ITEMS**

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