



MINUTES
DOWNTOWN WOODSTOCK BUSINESS IMPROVEMENT AREA
BOARD OF MANAGEMENT

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

Guest: Kerry Jarvi (Downtown Development Officer), Brad Hammond (Development Officer), Josh Pember (BIA Member)

Regrets:, Fadel Zabian

DATE: Thursday, December 7, 2023 **TIME:** 8:30 am
LOCATION: Hybrid – City Hall 2nd Floor Board Room/Microsoft Teams

- 1) **CALL TO ORDER** – 8:32 a.m.
- 2) **ADOPTION OF AGENDA – MOTION:** To adopt the agenda as presented. **Moved:** K. Leatherbarrow
Seconded: E. Boyer **Carried**
- 3) **CONFLICT OF INTEREST** - none
- 4) **ADOPTION OF MINUTES – MOTION:** To approve the board meeting minutes of November 2, 2023.
Moved: K. Leatherbarrow **Seconded:** K. Otulak **Carried**
- 5) **MOTION:** The Downtown Woodstock BIA request to council that the 2023 year-end surplus be carried over into the Board’s reserve account. **Moved:** W. Mazur **Seconded:** E. Boyer **Carried**
- 6) **UPDATE:** a) Shared Service Agreement – B. Hammond and S. McGregor outlined the history of the Shared Service Agreement. Discussion was had about challenges throughout the first year of the agreement. **ACTION:** Re-establish three committees (Events/Marketing and Communications/Revitalization) with each committee being an agenda item on each months agenda. **ACTION:** Coordinate with Manager of Communications and Manager of Special Events to attend committee and/or board meetings.
b) AGM/Member discussion – S.McGregor discussed discussions with members with regards to the AGM. **ACTION:** Down Town Hall is scheduled for January 17th, 6:00pm at Theatre Woodstock (with virtual option). Agenda to include 2023 Highlights, 2024 plans and Draft 2023 Financials (pre-audit).
- 7) **DISCUSSION** – Strategy Forward – hold over to additional board meeting in January, 2024. **ACTION:** Each board member to send an email to D. Kumala-Thomas the top three things they would like to see for downtown.

- 8) UPDATE: a) Woodstock Shopping Nights/Advertising – Help is needed in 2024 as attendance is still hit and miss. Look to add extra elements in January/February. **ACTION:** Include Woodstock Shopping Night in Events Committee discussion.
- b) Heart FM Campaign – **MOTION:** To approve the 2023/2024 Heart FM Marketing Campaign as presented.
- c) Coldest Night – Heart decals are being designed to distribute to BIA Members to put in their windows for the month of February, encouraging donation to CNOY. **ACTION:** D. Kumala-Thomas will create a team for the walk and encourage BIA member to join.

9) **NEW BUSINESS** - None

10) **ADJOURNMENT** 9:45 a.m. **Moved:** M. Burns **Carried**

Dates to Note

Next Meetings – **Mission/Vision/Values:** January 4th, 2024, 8:30am, City Hall/Teams

Regular Board Meeting: January 11th, 2024, 8:30am, City Hall/Teams