

**Minutes**  
**Downtown Woodstock Business Improvement Area**  
**Board of Management**

**DATE:** Thursday July 8, 2021  
**TIME:** 8:30 AM  
**LOCATION:** Virtual Meeting on Zoom  
**PRESENT:** T.J. McNamara (left at 8:45am), Melanie Burns, Philippe Lehner, Steve McGregor, Mark Ellis, Sandra Talbot, Virginia Armstrong (Manager), Judith Fleming (Assistant Manager), Dalton Beseau (Administrative Assistant)  
**REGRETS:** Fadel Zabian  
**ABSENT:** Ryan Shelton  
**RECORDING:** Dalton Beseau, Administrative Assistant

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**1. CALL TO ORDER**

Meeting opened at 8:37AM.

**2. ADOPTION OF AGENDA**

**MOTION**

**Moved:** S. Talbot

**Second:** P. Lehner

**AND RESOLVED THAT THE** agenda for July 8, 2021 be accepted as presented.

**“Carried”**

**3. CONFLICT OF INTEREST**

**4. ADOPTION OF MINUTES – From Regular Board Meeting (Thursday June 3, 2021)**

## **MOTION**

**Moved:** T.J. McNamara

**Second:** S. Talbot

**AND RESOLVED THAT THE** minutes from the June 3, 2021 BIA Board of Management Meeting be accepted as presented.

**“Carried”**

### **4. DELEGATIONS - None**

### **6. CHAIRPERSON’S REPORT – Nothing to Report**

### **7. MANAGER’S REPORT – Virginia Armstrong**

1. There is a new sign on the BIA building. This ensures that the current office can be found easier by business owners and the public.
2. We now have a cleaning team for the Downtown. Four individuals have been hired through grants provided by Community Employment Services to clean the Downtown daily.
  - a. The two students (Trent, Regan) will be focused on pulling the larger weeds located in the Downtown core and picking up garbage.
  - b. Garry and Jose will be focused on sweeping the main street, Museum Square, and the alleyways.
  - c. M. Burns noted that we should have some recognition on social media for them as we currently have them in the upcoming Newsletter.
  - d. Brian Connors at Parks has provided health and training safety for all the BIA staff and has also provided several resources.
3. The Oxford County Collaborative Committee has been formed after a delegation was presented to Oxford County Council. We will need Board Members to provide ideas/solutions to some of the social issues in the Downtown.
  - a. S. Talbot noted that because many social services are located Downtown, individuals will continue to come Downtown to access those services.

- b. A poll will be sent out to Board members to book a meeting to discuss potential solutions.
- 4. The Pride crosswalk has been completed in front of Museum Square. We have spoke to Public Works and we have been given permission to complete our Crosswalk, which has been 3 years in the making.
- 5. We are considering planning an event at the end of July in Museum Square or to create some activation in the street with vendors and music. There will be more information to come.
- 6. Fansaves is going well. We currently have 47 fans and 11 deals. We will continue to promote and grow the program.
  - a. Associate Memberships will benefit from this program – Associate Membership fee is \$300 and some of this will go to pay for the cost incurred from FanSaves.
- 7. Judith has been going out to acquire information from businesses and up - dating information into the Blocklists.
  - a. Businesses are receiving Fansaves Information, PPE Kits, to name a few and Welcome packages with BIA information is being distributed for new members.
  - b. Welcome packages include;
    - i. FanSaves information
    - ii. FAQs on a BIA
    - iii. BIA Board of Directors list
    - iv. Personalized welcome card
    - v. Downtown Woodstock folders
    - vi. Downtown Dollars
    - vii. Map of the Downtown
- 8. The Love Downtown Woodstock project started after a Grant from the Oxford County Economic Stimulus Fund was provided for the patios in the Spring. Part of the grant funding included videos, social media, etc.
  - a. We will start a radio campaign around this project in conjunction with our social media to encourage individuals to love and support our Downtown
- 9. Office locations
  - a. We were provided with a \$900 quote to hire an architect to create a drawing of a BIA office if we were to relocate

10. The BIA newsletter for July will be sent out to Membership today.
11. We will be holding another Coffee with a Cop event (likely at the BIA office)
  - a. Currently, the police are interested in assisting with a Love Downtown Woodstock Day. Essentially, they would work with some of the individuals at the Refuge to encourage cleaning of Downtown.

**MOTION**

**Moved:** S. Talbot

**Second:** P. Lehner

**AND RESOLVED THAT** the Beautifications committee pillar would be rolled into the Manager's position and the Love Downtown Woodstock project be the priority focus for the Downtown under that umbrella.

**"Carried"**

**8. In-Camera Session to Discuss Personal Matters About Identifiable Individuals**

**MOTION**

**Moved:** S. Talbot

**Second:** M. Burns

**AND RESOLVED THAT** the BIA now go into closed session for the consideration of personal matters about identifiable individuals.

**"Carried"**

**MOTION**

**Moved:** S. Talbot

**Second:** M. Burns

**AND RESOLVED THAT** the BIA adjourn the closed session portion of the meeting at 9:10am.

**"Carried"**

The open session resumed at 9:10am.

## **9. COMMITTEE REPORTS**

- a. Social Media Committee – V. Armstrong
  - i. Working on videos and mapped out next six months of videos/themes.
  - ii. Social media is going well with engagements and shares.
  - iii. The Board will need to start sharing information through our social media channels.
  
- b. Beautification Committee – R. Shelton
  - i. No Report.
  
- c. Governance Committee – V. Armstrong
  - i. There will some updates to By-Laws, Constitution and other documents which will be brought to the Board for approval and then approval at the AGM.
  - ii. More information to come.
  
- d. Safe Downtown Ad Hoc Committee – V. Armstrong
  - i. Refer to Manager’s Report.

### **MOTION**

**Moved:** S. Talbot

**Second:** P. Lehner

**AND RESOLVED THAT** the committee reports be accepted as presented.

**“Carried”**

## **10.FINANCIAL STATEMENTS**

### **MOTION**

**Moved:** P. Lehner

**Seconded:** M. Burns

**AND RESOLVED THAT** the Schaus Decorating Centre invoice be sent to R. Shelton who ordered the products and not be paid by the Downtown Woodstock BIA.

**“Carried”**

## **11. NEW BUSINESS**

- a. Sandra noted that Fadel had sent an e-mail about removing benches at Museum Square.
  - i. David Creery noted that the benches by Scotia Bank were removed due to panhandling.
  - ii. However, we could not remove the benches in Museum Square as this would remove the heritage aspect. Additionally, we could not close Museum Stairs as this would be a fire hazard (those stairs lead to the basement of the Museum)
  - iii. Brian Connors wanted to install a middle bar into Museum Square benches to deter individuals from sleeping on the benches – those have since been installed.
  
- b. Radiant Health building has not been sold. The lower level of the building is available to lease.
  
- c. Digital Mainstreet Program will be coming back through OBIAA. If there are any questions, please reach out.
  
- d. There will be a New Mexican restaurant locating at the East end of town near Bay/Beale. Additionally, Noodles Pasta will also be opening across from the Downtown BIA office (for takeout only).
  
- e. Virginia has met with the former Chair of the Santa Claus Parade.
  - i. Virginia had mentioned that the BIA will not be apart of the Parade going forward but the Parade Chair did not know about this.
  - ii. The Parade Chair said she hadn't been informed of this decision. The Assistant Manager had told the Manager that she had been advised last year.

- f. Wes from Prime Barbershop may be interested in joining the BIA Board of Management. We will reach out and provide the appropriate documentation.
- g. There was discussion about rescinding or amending the previous motion regarding re-location of the mobile health bus. This discussion was deferred to the next Board meeting for clarification on the motion.
- h. It was discussed that the Board should not meet for August and reconvene in September 2021 due to vacation schedules.

## **MOTION**

**Moved:** S. Talbot

**Second:** P. Lehner

**AND RESOLVED THAT** the BIA Board of Management will not meet in August unless there is a special meeting that needs to be called.

**“Carried”**

## **12. OUTSTANDING**

- a. Zoning by-law –to have certain building restrictions in the Downtown core (hostel’s, inns, churches, etc.). Council should be decided on this by the Fall.

## **13. ADJOURNMENT**

### **Motion to Adjourn**

**Moved:** M. Burns

**Second:** M. Ellis

**“Carried”**

The BIA Board of Management Meeting was adjourned at 9:42am

**Next Meeting:** September 2, 2021 at 8:30am