

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

**DATE:** Thursday February 13, 2020  
**TIME:** 8:00 AM  
**LOCATION:** BIA Office, 5 Graham Street, Suite 201, Woodstock  
**PRESENT:** Cheryl-Ann Lovie, Judith Fleming, Katherine deBoer, T. J. McNamara,  
Steve McGregor, Mark Ellis  
**REGRETS:** Councillor Ron Fraser, Adam Shaw  
**ABSENT:** Ryan Shelton, Phillippe Lehner  
**GUESTS:** Melanie Burns, Sally Bennett, Sage Bennett  
**RECORDING:** Virginia Armstrong, Manager

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**1. CALL TO ORDER**

Meeting opened at 8:05 AM

Introduction of Guests

**2. ADOPTION OF AGENDA**

**MOTION**

**Moved by:** K. deBoer

**Seconded by:** S. McGregor

**AND RESOLVED THAT THE** Agenda for February 13, 2020 be accepted as presented.

**“Carried”**

**3. CONFLICT OF INTEREST – M. Ellis, new office location**

**4. ADOPTION OF MINUTES**

**MOTION**

**Moved by:** J. Fleming

**Seconded by:** K. deBoer

**AND RESOLVED THAT THE** Minutes from the January 09, 2020 BIA Board of Management meeting be accepted as presented.

**“Carried”**

## **Communications Committee**

S. McGregor agreed to sit on the Communications Committee.

## **Beautifications Committee**

V. Armstrong reported that she has been hearing from people that would like to volunteer with the BIA on Events and Beautification.

### **5. DELEGATIONS - none**

### **6. EDUCATION**

- **Governance Session** – all agreed to aim for October 2020 training
- **Social Media Policy for Board Members Presented, no changes made**

#### **MOTION**

**Moved by:** K. deBoer

**Seconded by:** S. McGregor

AND RESOLVED THAT the Social Media Policy for Board members be accepted as presented.

**“Carried”**

### **7. CHAIRPERSON’S REPORT – Cheryl-Ann Lovie**

The Chair presented a recommendation from the Advertising/Marketing Committee regarding moving some of our advertising dollars towards more Social Media platforms and less radio for this year.

#### **MOTION**

**Moved by:** K. deBoer

**Seconded by:** T.J. McNamara

AND RESOLVED THAT THE advertising budget continue with the radio station Heart FM and that the extra radio advertising funds be used towards Social Media for 2020, as required.

### **8. MANAGER’S REPORT – Virginia Armstrong (Attached)**

### **Street Beat Report – Officer Allard**

- An Educational Session will be announced shortly by the Woodstock Police
- It will be a Lunch and Learn format at the Children’s Aid Society Meeting Room
- February 28 11 – 1 pm
- An invitation will be sent to BIA Members

**Crosswalk Project** – sponsors have been asked. The cost seems to be too high. It was agreed that the price can be negotiated by the Manager.

### **MOTION**

**Moved by:** J. Fleming

**Seconded by:** S. McGregor

**AND RESOLVED THAT WE** continue with the crosswalks even if we cannot find sponsorship for each.

**“Carried”**

### **MOTION**

**Moved:** K. deBoer

**Seconded:** A. Shaw

**AND RESOLVED THAT THE** Manager’s Report be accepted as presented.

**“Carried”**

## **9. NOMINATION**

### **MOTION**

**Moved by:** J. Fleming

**Seconded by:** M. Ellis

**AND RESOLVED THAT** Melanie Burns be nominated as a Director to the BIA Board of Management.

**“Carried”**

## **10. Office Relocation recommendation – V. Armstrong**

Tabled

## **11. FINANCIAL STATEMENTS – A. Shaw**

No report, A. Shaw absent.

## **12. Committee Reports:**

**CIP**

V. Armstrong noted that there were no new reports.

**13. NEW BUSINESS**

J. Fleming reported that there is still a severe lighting situation from Adelaide to Dundas Street. The Manager will once again address this concern to the City.

**14. Adjournment:**

**Motion to Adjourn:** S. McGregor

9:06AM

**Next Meeting:** Thursday March 12, 2020 8:00 AM