

Minutes
Downtown Woodstock Business Improvement Area
Board of Management

DATE: Thursday August 6, 2020
TIME: 9:30 AM
LOCATION: Crabby Joe's Woodstock (Zoom call optional)
PRESENT: Judith Fleming, Councillor Ron Fraser, Melanie Burns,
Fadel Zabian, Phillippe Lehner, T.J. McNamara, Mark Ellis,
Ryan Shelton, Dalton Beseau (Administrative Assistant)
REGRETS: Steve McGregor, Virginia Armstrong (Manager)
ABSENT: Adam Shaw
RECORDING: Dalton Beseau, Administrative Assistant

1. CALL TO ORDER

Meeting opened at 9:30AM.

2. ADOPTION OF AGENDA

MOTION

Moved: F. Zabian

Seconded: R. Fraser

AND RESOLVED THAT THE agenda for August 6, 2020 be accepted as presented.

"Carried"

3. CONFLICT OF INTEREST

There are no conflicts of interest

4. ADOPTION OF MINUTES – From Regular Board Meeting (Thursday July 9, 2020)

MOTION

Moved: M. Burns

Seconded: R. Fraser

AND RESOLVED THAT THE minutes from the July 9th, 2020 BIA Board of Management Meeting be accepted as presented.

“Carried”

5. DELEGATIONS – No Delegations

6. CHAIRPERSON’S REPORT – Judith Fleming

During the last month I have been working closely with Dalton at the BIA Office, texting, and Facetime calls. We were fortunate to interview a potential staff with the assistance of Board member Melanie Burns. We hired Chloe White as our Summer Student for Beautifications and Events.

We are in the office continuing to work on a list of jobs that are required to be completed. Updating the Newsletter email list has now been completed and we are updating the BIA Website. We have been trying to make sure we have current information for the BIA Membership!

We continue to do many of the BIA office manager’s jobs, bi-weekly newsletter and emailing members about any vital information we feel they should be aware of. Trying to answer emails from our BIA membership and the community.

A) Virginia

It’s been approximately three months since Virginia had a heart attack. Virginia is off until further notice under doctor’s care. Virginia has been in touch with both Dalton and I occasionally.

- I have started a letter regarding a request for medical information for her sick leave. I have asked Melanie to consult with it from a HR point of view.

- In the meantime, we will send a “thinking of you card” to Virginia which we would like everyone on the BOM to sign. Then I will send to Virginia.

B) Attendance to Board Meetings: Term 2019-2023

- It is required that all Board members attend all regularly scheduled BOM meetings (9 meetings per year)
- This year 13 meetings will held due to the summer and additional meeting we have had with making decisions without our manager.
- Email’s have been sent regarding attendance but have not consistently received replies; J. Fleming expects a response to ensure quorum (i.e. “yes, I will attend” or “no, sorry I send my regrets and cannot attend because...”)
- Adam Shaw has been absent from the last 5 official board meetings
- Based on term of election information (please review) “Creation of Vacancy” and “bi-law” sections of the constitution; next steps will be to write and send a letter (texts, e-mails, and calls have received no response)
- In the past, it has been a passive treasurer role but we would like to make this role become more active

MOTION

Moved: R. Fraser

Second: P. Lehner

AND RESOLVED THAT the BIA Board of Management will write and send a letter to Adam Shaw regarding his attendance

“Carried”

C) Farmers' Market/AGM September 2020

- AGM date has been set for Wednesday September 30 at 6:00pm (Board members should arrive at 5:30pm). "Save the date" cards have been sent to local businesses and information concerning the event will be shared in the newsletter and on social media. In addition, granted that Woodstock moves forward into phase 3, a face-to-face AGM could be put into consideration come September
Having the board all-together along with the membership joining via Zoom is a possibility for the event
Discussion about where to host if we did consider a face to face AGM. Brian Connors at Park and Recreation can be contacted to acquire Goff Hall for the event. Social distancing as well as screens for Zoom calls need to be ensured.
In the past, wine was served by the landlord of the BIA building, catering was done by various restaurants, and flowers were provided by flower shops in the downtown
It was decided that a Zoom meeting will be held as the main AGM event while the board (along with potential new Board Members as guests) congregate at Ironworks Kitchen with a mandatory RSVP.
- The goal in terms of the Farmer's Market, was to open mid-August. Pushing the market back to September is an alternative option. It is decided that the market will be pushed back until next year to re-evaluate, acquire more vendors, and garner greater public engagement (possible late afternoon or evening market). It is concluded that the market is cancelled for the rest of the 2020 season.

D) Community Futures Stimulus Project

- No information has been received regarding the Stimulus Funding Grant. Although I have heard that other non profits have received the stimulus funding. Lindsay will be contacted to view our status.

E) PPE Kits for Downtown Businesses

- We are looking at purchasing bulk hand sanitizer, wipes, masks and other PPE items to be included in kits for Downtown businesses
- A COVID-19 expense line will be made within the budget
- T.J. noted that Downtown Kitchener gave businesses hand-sanitizer and decals for Free
- We have been contacted to create consistent informational signs for the BIA members. We will also contact Erb Signs to make a Max Capacity Door Cling with the BIA Logo on it.
- We will need a vote to confirm that the BOM would like to pursue creating these kits

MOTION

Moved: F. Zabian

Second: M. Ellis

AND RESOLVED THAT the creation and distribution of PPE kits for Downtown merchants be pursued

“Carried”

F) Life Cycles – Downtown Woodstock Bags

- Tim from Life Cycles has been requesting Downtown Woodstock BIA Bags. However, donating bags featuring the Downtown Woodstock logo falsely exhibits that the BIA promotes the free table
- T.J. stated he had 50 plain bags he would be willing to provide. Strongly felt the BIA Bags are for merchants only.
- We also have reusable bags at the BIA office which we are not using that can be given to Tim. These bags do not have our logo or name on them.

G) Parking Extension Request Letter

- Letter was drafted and the board viewed and decided this portion of the wording.

“The BIA Board of Management would like to request Council’s consideration of increasing parking time limits to three hours. This would include the on-street parking and for the parking lots throughout the BIA district for the remainder of the 2020 year and into 2021. Given the current situation with COVID-19, we feel that this would encourage individuals to shop, dine, work, and play in the Downtown core and therefore helping the BIA merchants make-up for lost business and to help revitalize Downtown Woodstock”

- The letter will be sent into City Council by August 7th, to request changes of the existing parking at their next Council meeting.
- Board felt we should communicate to BIA Membership in a firm letter that the extension of the three-hour parking is intended for customers and not business owners. A second letter should be sent to council as well. Further explanation will be posted to social media

BEAUTIFICATIONS

a) Core Beat Officer’s Report

- I have not heard from the downtown dedicated police officers. However, I have been sending photos to the downtown core beat officer’s regarding some of the issues happening in the downtown. We have e-mailed them to request they attend our Zoom meetings.
- We had a needle issue the other day and Dalton called Board of Health and they told him to go get a kit from them and pick it up. It was originally thought that we should get kits so we have some, but then with discussion with Dalton, he messaged Parks. The response was not what we had expected. I ended up emailing David Creery and he emailed Parks, and then the needle was taken care of. David also emailed me a copy of the City of Woodstock Policy for needle removal. Copies were given to the Board

b) Downtown RENEW - Strategic Plan

- Next steps – consultant will do another follow-up with different organizations regarding the report which will go back to Council
- Plan – Council stated that it was approved and will likely be started in 2021 (priority rated – start with the highest priorities)

- Downtown Development Coordinator – highest priority and will coordinate and develop vacant properties available for sale and for lease

c) Beautification Committee

- We were able to hire another summer student – beautifications assistant (we will receive a subsidy through Community Employment Services of \$10.15). We are paying her a total of \$14.25/hour so the BIA would only pay \$4.10/hr
- T.J. noted that we should go back to the City of Woodstock to see if half of her wage can be covered so the BIA would only have to pay \$2.05/hr.
- A beautification committee is needed (Ryan Shelton volunteered to take this on)
- Local artists are needed to create a mural on the plywood out-front of the old capital theatre building. A “love local Woodstock” theme could be considered (we have received permission from the landlord to paint the wood panels).
- Paint supplied by BIA and Artists could be given an honorarium
- Four businesses could sponsor the mural to have 4 panels each with unique artwork on them (there are four panels over the span of 40 feet)

d) Crosswalk Painting Project

- Only four sidewalks are wanted to be painted by the BIA
- The sidewalk project has been approved by the City of Woodstock with the appropriate requirements (Katherine coordinated this)
- Stay in contact with Katherine in order to get the crosswalks done

MOTION

Moved: T.J. McNamara

Seconded: P. Lehner

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

“Carried”

7. Administrative Assistant's Report – Dalton Beseau

PROMOTIONS/EVENTS

a) Social Media Campaign Committee

- The campaign has been going very well. Our engagement continues to grow with time. We have had 4 draws and winners so far and they are extremely excited about their prizes. Businesses are also excited because it will mean additional monies coming into their businesses.
- We will take pictures with the winners to post on social media regarding who won and who they are supporting Downtown.

b) Heart FM – Co-op Advertisements

- We have been in communication with Downtown Lindsey regarding Co-op advertising. We would need interested businesses who for a reduced cost, would share advertising space with the BIA.
- Heart FM Commercials will run for up to 16 weeks with each client guaranteed to receive 12 ads per week to promote their business.
- There will be three clients per commercial. The commercials will
- contain 3 merchants plus the BIA
 - i. BIA Opening: 6 seconds
 - ii. Merchant 1: 16 seconds
 - iii. Merchant 2: 16 seconds
 - iv. Merchant 3: 16 seconds
 - v. BIA closing: 6 seconds
- Commercials air Monday through Sunday 6am 9pm. Businesses will pay \$30 a week will get you 12 spots a week from September 01 to December 23. Total cost is \$480.00 per merchant.
- The Downtown Woodstock BIA will subsidize the project and be invoiced \$50.00 per week for a total of \$800.00.
- All clients who are new to Heart FM must fill out a new client form and provide a credit card for payment. Clients are invoiced for the commercials that aired at the end of each month.
- We are only taking 15 businesses to start, but we can increase them numbers as more become interested.

- Dalton will follow-up with businesses and Heart FM to acquire additional information and interest.

MOTION

Moved: T.J. McNamara

Second: M. Burns

AND RESOLVED THAT the Administrative Assistant's report be approved as presented.

"Carried"

8. FINANCIAL STATEMENTS – Treasurer, Adam Shaw

- A COVID-19 budget line (part of PPE kit) needs to be discussed. There has been no updated statements since May but we will investigate adding this into the budget once they are received.

9. COMMITTEE REPORTS: CIP

Nothing to report.

10. NEW BUSINESS – No new business

11. OUTSTANDING

- a) Office Relocation- No updates
- b) FICE -No updates

12. ADJOURNMENT

Motion to Adjourn

Moved: R. Fraser

Seconded: P. Lehner

"Carried"

The BIA Board of Management Meeting was adjourned at 10:48am

Next Meeting: Thursday September 3rd @ 9:00am at Crabby Joe's Woodstock or with the option of joining a Zoom Call based on comfort – Virtual Meeting starts at 9:00am