

Minutes
Downtown Woodstock Business Improvement Area
Board of Management

DATE: Thursday June 11, 2020
TIME: 9:00 AM
LOCATION: Zoom Call (Virtual Meeting)
PRESENT: Judith Fleming, Councillor Ron Fraser, Melanie Burns, Fadel Zabian, Phillippe Lehner, Steve McGregor, Dalton Beseau (Administrative Assistant)
REGRETS: T.J. McNamara, Mark Ellis, Virginia Armstrong (Manager)
ABSENT: Ryan Shelton, Adam Shaw
RECORDING: Dalton Beseau, Administrative Assistant

1. CALL TO ORDER

Meeting opened at 9:13AM.

2. ADOPTION OF AGENDA

MOTION

Moved: R. Fraser

Seconded: P. Lehner

AND RESOLVED THAT THE agenda for June 11, 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 May 14, 2020)

MOTION

Moved: M. Burns

Seconded: R. Fraser

AND RESOLVED THAT THE minutes from the May 14, 2020 BIA Board of Management Meeting be accepted as presented.

“Carried”

5. DELEGATIONS – No Delegations

7. CHAIRPERSON’S REPORT

Thanks to Adam and Ron for finalizing budget. Judith has been working closely with Dalton on various tasks such as BIA website and managing the BIA administrative duties associated with the office. Judith is currently receiving all e-mails and phone calls and responding accordingly. Dalton and Judith have participated in OBIAA calls, Chamber of Woodstock calls, Farmers’ Market Ontario calls, and BIA Social Media Committee calls.

1) Virginia

- Virginia has been off since March on sick leave. She will be off until further notice (likely until fall). Flowers have been sent on behalf of the BIA Board.

2) Farmers’ Market

- We have reached out to Southwestern Public Health which provided a list as to how the market can operate safely. We are now allowed crafts, food, and other items to sell at the Market according to OMAFRA (confirmation sent in an official letter)
- Will need handwashing station, access to washrooms, closed off to some degree (i.e. entrance and exit) and will need to meet requirements of BOH (manpower will be the largest requirement).
- We will not be prepared to open within the month of June 11 (likely look to July or August)
- City of Woodstock Parks may assist in fencing for control purposes (would be something we would need to ask)
- Vendors can still take cash (not a hard rule)
- *Let’s see how many vendors would be interested, see if we can acquire the volunteers to man the market

- We need to approach the City about access to washrooms
- Need to vote at the next meeting as to whether the market will commence or whether it will be cancelled

3) Annual General Meeting

- Will be a virtual AGM (Annual General Meeting) and will include an invitation
- Will need nominations and election for BOM (there is one spot to fill) – this form will go out with the meeting invitation
- The BOM chose September 30th, 2020 as the date for the AGM

4) Physical Distancing Signage and Floor Graphics (COVID-19)

- A possible package was distributed in the Newsletter and posted on Website. We spoke with Barney Printing and Bennett Signs and Barney was the best option given the circumstances – should reach out to Erb Signs as well
- May work with the Chamber of Woodstock as they are offering a package already with the applicable signs (may be more financially responsible)

5) OBIAA Newsletters – Best Practices Call on Zoom

- Best Practice calls forwarded to the BOM Membership
- All BOM members are interested in continuing to receive those e-mails (these meetings are open and welcome to all BOM members)

6) Life Cycles (BBQ) – Board of Health Regulations

- Reached out to SouthWestern Public Health to ask about regulations
- Anytime there is food, those individuals must have food handler's certificates and must list all food they are serving for that day
- We need to follow-up with Tim from Cycles of Life to update him on regulations distributed by the Board of Health

7) Summer Job Placement Grant 2020

- We were not approved for the Summer Placement Grant. However, we were given a questionnaire and Judith/Dalton have replied and re-sent
- Dalton has been granted an Administrative Assistant position and will be working three days in the office (Monday, Wednesday and Friday)
- Executive Board has approved pay-rate of \$16.15/hour for 35 hours/week
- Dalton will be working from home when not in the office
- Dalton will be looking after the administrative duties of the BIA office

8) Santa Claus Parade and Holly Jolly Santa House

- Santa Claus Parade could still possibly happen (potential date of November 14th, 2020). We will need individuals to join us on the Santa Claus Parade Committee (Fadel Zabian may be interested but would like more information)
- November 13th, 14th and 15th 2020 (Ding Dong the Tax is Gone)
- November 20th (Festive Friday) – consist of events in Museum Square including the petting zoo, etc.). These events have been occurring over the last 10 years (many vendors tend to participate in these events)
- Santa House in Museum Square (usually starts after Remembrance Day)
 - With COVID-19 and the applicable spacing between individuals, can we request use of Dairy Capital Building as a warming building, washrooms, sanitizer stations, etc.
 - Utilization of Dairy Capital building may already be rented out
 - Social distancing for Santa will need to be evaluated and we will also need to look into Washrooms

MOTION

Moved: R. Fraser

Seconded: F. Zabian

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

“Carried”

8. Administrative Assistant’s Report – Dalton Beseau

PROMOTIONS/EVENTS

a) Social Media Campaign Committee

- The campaign has been going very well. We have relatively steady engagement which will only increase with time. The first draw will take place on June 17th for a \$100 gift certificate to any Downtown business.

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. We will look into associated costs and whether Heart FM would offer such a program.

c) Newsletter

- The newsletter will be sent bi-weekly. This will include all updates in Downtown Woodstock.

d) Incentive Cards

- We will need to inquire as to whether businesses would be interested in engaging in this program. This program was implemented years ago, but was cancelled last year because it was too much work to maintain and update. The BOM agreed to look further into this program to see its feasibility and whether we could acquire a company to help with the creation and distribution.

e) Patio’s on Parking Spot’s

- Woodstock City Council voted to allow existing downtown eating establishments or coffee shops the ability to extend their patios into on-street parking spaces fronting the establishment and off-street parking spaces (parking lots) for a period not exceeding 5 months.

Additionally, they also voted to waive the licence and application fee for the 2020 year. We will need to send this information out to the members with the applicable application. We will also need to follow-up with the City and AGCO to inquire about regulations for liquor licencing.

BEAUTIFICATIONS

- a) Core Beat Officer's Report
 - There are no current updates to be reported.
- b) Crosswalk Painting Project
 - There are no current updates to be reported.
- c) Downtown RENEW - Strategic Plan
 - The strategic plan for Downtown Woodstock has been held-off until Fall due to Covid-19.
- d) Beautification Committee
 - There are no current updates to be reported.

MOTION

Moved: S. McGregor

Second: F. Zabian

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

"Carried"

10. FINANCIAL STATEMENTS – Treasurer, Adam Shaw

We will need a COVID-19 budget line. This is something we will need to discuss at a later date.

12. COMMITTEE REPORTS: CIP

Nothing to report.

13. NEW BUSINESS – Oxford Stimulus Project

- Committee needs to develop a proposal as grant money available for BIA's to use toward patio's, beautifications (i.e. Christmas)
- There is up to approximately \$25,000 available
- Fadel Zabian, Melanie Burns and Dalton Beseau would be interested in helping to develop a proposal

14. OUTSTANDING

- a) Office Relocation
 - Not currently moving forward with office relocation due to COVID-19
- b) FICE
 - No updates

15. ADJOURNMENT

Motion to Adjourn

Moved: F. Zabian

Seconded: R. Fraser

“Carried”

The BIA Board of Management Meeting was adjourned at 10:30am

Next Meeting: Thursday July 9th (Zoom Call – Virtual Meeting) @ 10:00am